

6 GANPULEY & CO.

Groß- und Außenhandel



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Herrn
N. G. Ganpuley
c/o. Deutsch-Indische
Studiengesellschaft

S t u t t g a r t
- - - - -
Charlottenplatz 17

Lieber Herr Ganpuley:

Wir erhielten heute morgen Ihren Brief vom 6. Juni 1957. Gestern hatten wir im Hotel Atlantik in Gegenwart von Herrn Bertram Besprechungen über die Handicraft-Angelegenheit. Von indischer Seite waren anwesend:

Mrs. Kitty Shiva Rao,
Vice Chairman, All India Handicraft Board
Dr. S. P. Chablani,
First Secretary, Embassy of India, Bonn
Mr. S. V. Patel, Consul General of India, Hamburg

Die Besprechungen dauerten von 10 Uhr bis etwa 13 Uhr. Herr Dr. Chablani wird darüber ein Protokoll aufstellen, welches wir noch erhalten werden. Konkrete Abmachungen sind noch nicht getroffen worden. Mrs. Shiva Rao, die von der Handicraft - Ausstellung in New York nach Hamburg beordert worden war, muss morgen schon wieder nach Indien zurückfliegen, so dass keine Möglichkeit mehr besteht für ein Zusammentreffen mit Ihnen. Von stocks im Freihafen von Hamburg war keine Rede mehr. Es war ganz offensichtlich, dass sowohl das Handicraft Board als auch Herr Dr. Chablani für eine rein kommerzielle Behandlung der Abwicklung eintraten, d.h. wenn wir uns dazu entschliessen, die Einfuhr und den Vertrieb vom indischen Handicraft in der Bundesrepublik zu übernehmen, dann würden die Kosten für die Unterhaltung eines show rooms zu unseren Lasten gehen, wie wir auch die Muster- und Warensendungen nur gegen Bezahlung auf dem üblichen Wege bekommen ~~würden~~, also mittels Akkreditiv oder Sichttratte.

So stehen wir natürlich jetzt einem vollkommen veränderten Projekt gegenüber als seinerzeit im November 1954, als hier die Besprechungen mit Mr. Panikkar stattfanden. Es wurde uns gestern erklärt, dass die Indische Regierung niemals den Vorschlägen des Herrn Panikkar nähergetreten wäre, und dass das Geschäft in Handicrafts eben nur auf reiner kommerzieller Basis durchgeführt werden kann, wobei wir direkt von Herstellern oder Exporteuren

Herrn N. G. Ganpuley, z.Zt. Stuttgart

7.6.1957

in Indien beziehen sollen, wobei natürlich der Board Hilfestellung und sachliche und fachliche Beratung gewährt. Eine erste Muster-sendung würde evtl. noch vom Handicraft Board selbst zusammenge-stellt werden. - Da die zur Verfügung stehende Zeit nur kurz war, sind, wie schon gesagt, keine festen Abmachungen getroffen worden, es wurde lediglich darüber Übereinstimmung erzielt, dass uns nun die Entscheidung vorbehalten bleibt, ob und in welcher Form wir das Projekt anpacken oder nicht.

Ihrem Schreiben lag ein Brief des Herrn B.D. Garware bei. Sobald wir Ihr Antwortschreiben erhalten haben, werden wir dieses mit ein paar Begleitzeilen weiterleiten. Von Rehau erhielten wir bisher lediglich einen kleinen Musterbeutel compounds, ohne ir-gendwelchen Kommentar. Auf wiederholte Rückfragen hat man uns jetzt mitgeteilt, dass man noch mit der Kalkulation des Preises beschäftigt wäre. Sind Sie noch nicht in Rehau gewesen? Es scheint uns doch notwendig, dass Sie dorthin gehen, damit Sie die Leute ein wenig in Schwung bringen. Im übrigen glauben wir nicht, dass Mr. Garware sich für die Fertigprodukte von Rehau interessiert sondern mehr für moulding compounds.

Ohne mehr für heute verbleiben wir

mit freundlichen Grüßen
ppa. GANPULEY & CO.



P.S. Das Ausstellungsgut von Handicraft, welches kürzlich in München zur Schau gestellt wurde, soll, wie wir hier vereinbart haben, erst noch einmal nach Hamburg gesandt werden, damit wir es hier im Freihafen in Augenschein nehmen können.

D.O.

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Memorandum to the Trade Delegation
by N. Gaupuley -

Hamburg, 29th August, 1957

Ga/IP
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Dear Friends,

I welcome you here as members of the Indian Trade Delegation that has come to this country ^{with} a view to explore the possibilities of export of Indian products to Germany and to other adjacent countries. Since the end of the war quite a number of trade delegations have come to this country in official and semi-official capacity which has helped to develop the trade between these two countries to some extent. But this development, as you know well, has been for some reason or other onesided i. e. India has been having a passive trade balance to the extent of about 600 million DM. This is also the case with many other industrially developed countries from where we are purchasing machinery and equipment for the development of our industry and economy.

I have come here today at the request of some of the delegates of the trade commission and also the Embassy to give you the benefit of my experience and connections which I have been able to gather in the course of the last 35 years of my stay in this country. In these years I have not lost sight of the industrial and trade development in our country, having gone there from time to time and taken an active interest in its development. As long before as 1934/35 I have moved this subject of direct trade relations with foreign countries through our own representative organizations abroad and have made my suggestions in form of a note "Plea for Indian Representation Abroad" to the general meeting of the Federation of Indian Chamber of Commerce and Industry in New Delhi. For some time there was a representative of the Chamber in Germany, but unfortunately the work done was in a half-hazard and unsystematic manner, so that we could not benefit much.

In those days when we were labouring under British rule we could not think in terms of helping our economy and had been losing great fortunes for decades by not taking ourselves any active part in the international trade which has all along passed through foreign channels. Today we have got a free hand to adjust ourselves to suit to the economy of our country. Therefore we should all try to do that what we have knowingly or unknowingly neglected all these years.

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Allow me to be a little frank without attributing any motives to anyone. I would first like to know if the representative members of the delegation have come here in their private capacity as representatives of a firm which is interested in selling the products to this country or whether you have come here to investigate the overall sales of those particular commodities which you are representing.

If you have come only as private individuals you might be able to secure representative firms which might buy and sell for you and in this way you may be able to increase your turn-over. But all such efforts have always their limits. When we think in terms of Indian trade we cannot limit these activities only to a few firms. If you have come here to explore the possibilities of All India Trade then the manner in which we shall proceed will be different than if you had come to increase only individual trade and trade connections.

Germany had always been and is even today a good market for many of our products. Unfortunately we have never cared to cater for her needs, with the result that very often German industries that need the material which we have to offer had to go to other sources. Very often Indian representatives have come here to offer their products to the manufacturers, who desirous of opening direct trade relations with India, placed orders with these representatives. But very often they were badly let down with the result that they never tried the experiment the next time and went back to their old supplier in London. You know very well the various defects of our export trade and I hope that you have come here after having taken into consideration all these drawbacks. There is a demand for Indian material on one side and on the other there is also the necessary sympathy for India from where the German industry would very much like to purchase her needs provided these are supplied correctly according to the standard samples and in the contracted time. The main complaint of the people here has been that either the quality supplied was never of a good standard and very often it has happened that the goods contracted were never supplied when the supplier in India saw some little benefit in prices in some other markets.

I have myself tried in a few of these articles and must tell you to my great shame that Indian exporters have let us down very badly. So you will see that it is not the question of the market but it is the question of proper working on the market and the supply. I may mention here some of the lines which could be of immediate interest to this country and in which business is possible if our producers and exporters could guarantee the supplies.

Manganese and Iron Ores

When I was in Delhi I met the general manager of the State Trading Corporation Private Ltd. and after my coming here I investigated the possibilities of import of these two ores in this country. I sent out my representative to the consumers of these ores who can purchase very large quantities if we can contract these with a definite agreement for the supply of the standard quality contracted for. I had written accordingly to the State Trading Corporation but have received no reply so far.

Very often because of our neglect of this market the industries have gone in search of other sources of supply or equivalent synthetic material was produced, whereby we not only create competition but stand to lose the market for all times. We have lost in this way a good deal in our trade with this country in respect of Mica, Shellac, Pepper, Caster Oil, Linseed Oil etc. etc. In 1953/54 I had tried my level best to move the Bihar Government to do something for the sale of Mica and Shellac, the important industrial products of this province in European countries. I went about in the producing centres of these materials and had an intention of putting up a representative show in Hannover at the International Exhibition. However, I saw that neither private enterprise nor the Government wanted to do anything to promote the sale of these products. There was a boom period for Mica and Pepper when America was buying in large quantities and the prices went up and the traders got fantastic prices for these articles. Naturally in this period we only concentrated our energy to the American markets and neglected the others with the result that these markets which were in need of these products went to other countries, and today we are meeting heavy competition from other sides. E. g. Sarawak or Indonesian Pepper has practically pushed out our Pepper from this market.

Some times back I was introduced in Bombay to a semi-official delegation of Kaju and Pepper producers who were going to Europe. I wanted to help them and gave them all the informations and made arrangements for them in Hamburg. However, this delegation preferred to go to Leipzig and other places in the East to sell their Kaju and Pepper, where people had not got even enough bread to eat. These are some of the experiences which could be greatly enlarged, but I do not want to do it now. I only wish to point out here that if you have come here in search of market on all India

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basis I can assure you that you can find in Germany quite a substantial market if we on our part assure them a guaranteed supply position of all that we have got to offer.

What I have said to you just now are my own views and are open to corrections. I know that you have come here as representatives of business communities and Government and know perhaps better than I do what is good for our country. But even then I hope you will have patience with me and be charitable enough to agree with me where I am right.

Our country is passing today through a great financial and economical crisis brought about by various factors amongst which are the gold hoarding, just or unjust demands of lower group employees, the Utopian demands of labour and above all lack of a national outlook. You have come here with the fullest knowledge about these things and therefore I take it for granted that you will not return without having brought some relief to our fast sinking economy.

As you are looking for a steady and all-round continuous increase of (All India Trade I think that the best we can do in the short time that you have at your disposal will be to set up an organization which will find the right type of representatives of representative firms for each sector, which will not be buyers or sellers on their own account but will be engaged in finding the interested buyers and sellers all over in Germany and on the Continent. Immediately you enter into an arrangement with only one firm which is buying and selling for you, you limit your activities and also the activities of the firm to its own capacity, whereas if the firm is a neutral one only interested in making connections and increasing the trade the scope of such a firm is extensive and only then we can get the fullest advantage of the market.

Every industrialist and businessman knows the value of such an agent whose only work is to work in the interest of the principals. This system is better developed in Europe and agents are the backbone of every undertaking. I can help you to find out such neutral agents or brokers. For example I know a broker in jute trade, a German connected to India by birth and to the trade for more than 35 years. He knows the jute and jute products market and knows the interested buyers. Now as the German Government has invited you for this purpose and is interested in the increased imports from our country to balance at least to some extent the disparity in our trades, we shall have to ask them to make

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some more concessions, that is to liberise certain articles produced in India.

As businessmen we are all more realistic and not abstract thinkers, and as such there should always be a possibility of finding ways and means whereby the present disparity in the balance of trade between Germany and India could be bridged over. It is only a question of sitting together with minds bent on finding a workable solution and I am sure that it will not be difficult if we approach the problem with a right mentality, a mentality of cooperation and coordination, a mentality to help a country to develop as worthy partner.

The main reason of the present disparity lies in the nature of things. India has to build up the 100 year neglected industrial age economy of her country and needs for that purpose the most modern machinery and equipment which is many a time costlier than what she has to offer. Not only are raw materials and half finished products cheaper but they are also more bulky which raises another difficult problem before us, that of transport. Confronted with transport problems our supplies are irregular. European countries are smaller units. Moreover, their transport system has been well planned and built suiting the requirements of their industry which has 75 years start in advance

When we sit down to think of this disparity caused by the very high price that we have to pay for finished machinery and equipment on one side and the low price for raw materials that we obtain on the other side, the first thing that strikes us is the price difference and if the same can be reduced. There are possibilities of bringing down the prices of machinery and equipment to some extent and to obtain better prices for our materials.

Unfortunately even today, we demand from the manufacturers here so-called a fool-proof unit (schlüsselfertig) which must include everything, even if quite a few of the items could be conveniently manufactured in the country and thereby the prices of the total unit could be reduced considerably.

India has developed of late a small machine industry where quite a number of articles can be manufactured. Unfortunately these works have not as yet specialized themselves for particular type of industry, but this should not be very difficult, with the help of German machine suppliers.

This is one way of reducing the disparity in balance of trade. The other way is, instead of exporting from India purely raw materials, one can go a step further and send half-finished or processed material, such as Cotton Textiles, Ferromangan, Jute Products, which are even today controlled or licenced with

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a very small export quota. This might be with a view to protect the jute industry in the country, but even then we shall have to raise this point, as India can offer jute products at competitive prices and there can be a considerable export in these articles.

Many other Indian products which are mainly imported as raw materials today could conveniently pass through correct processing and improved so as to fetch far better price than what we got today.

For example Mica: instead of exporting this in blocks or certain splittings one can go a step further and supply same in various cuttings required by the industry. This will give supplementary work at home and fetch better prices. One can even manufacture Micanite and offer same for export.

Hides and Skins: Even today we do not send these properly cured as required by the market. If we do not know the process, it is better we engage exports through the import houses here and supply for export a quality that the manufacturers can use without further treatment.

For this purpose it will be advisable to set up an advisory body here, consisting both of Indians and Germans to give us at home correct information of the requirements of Continental countries and how to meet them from our end so as to increase our turn over.

This organization will be a multipurpose one,

- 1.) Study of the market as regards total imports from India and other competing countries,
- 2.) Study of the quality and price structure,
- 3.) Finding suitable agents who could devote their time for any of the articles,
- 4.) Watch the working of these agents,
- 5.) To function as arbitrators in case of differences regarding quality, late shipments, packing, payments and the like.

The small commission that you may be required to pay for these services will outweigh the business that you will be able to transact through such a medium.

I have so far chosen the house of Messrs. Bertram & Co. as a reliable one with first class financial standing. With this perhaps some other houses may cooperate as the range of articles increases.

If you will leave your samples with prices and other information here, Messrs. Bertram & Co. will try to find for you the right kind of representation.

who would work for you, where they themselves are not directly interested.

These are a few suggestions which I have to make today. These can be changed or adjusted according to special wishes of the members of this delegation.

I shall therefore be glad to hear the views of the delegation which could help us to arrive at some workable solution to the satisfaction of all and for the benefit of Indian trade in general.

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INDIAN HANDICRAFT

(a short note)

This subject of a permanent exhibition for Handicraft as well as for all the Indian raw material that is wanted by the Continental industry has been under discussion since October, 1954. Since then good many meetings and conferences have taken place, and according to my information this subject was also discussed often by the Commerce Ministry in India.

I had written a small note on this subject giving all the details of the working of this permanent exhibition, which was afterwards passed on to Mrs. Chattopadhyaya, the President of the Handicraft's Board by our Ambassador in Bonn. I was then called to Delhi in the beginning of 1956 for discussion. This time it was the Production Ministry and not the Commerce Ministry that was going to handle this subject, and hence the previous proposals of maintaining a show room at the cost of the Government and also stocks in the Free Port of Hamburg to the tune of 1 million rupees had to be reconsidered, as the Production Ministry was not supposed to do the trade dealings.

It was decided at the meetings with the Handicraft Board that Messrs. Bertram & Co. should meet the expenses of the show room and the Handicraft Board will give him all the other facilities including a stocklot to the tune of Rs. 200,000,--. This proposal was sent by me to Mr. Bertram for his acceptance to which he agreed. I informed the Handicraft Board accordingly and waited for their decision.

In January this year I was again called to Delhi for discussion, as by now the whole problem had been decided and there was only the question of talking about details. Accordingly I met Mr. L. C. Jain, the Secretary of the Handicraft Board. I had several conferences with him. Unfortunately this time we had again to make some changes in the proposals as put forward in the beginning of last year. It was decided then that the Handicraft Board will participate in the Munich Handicraft Exhibition under my guidance and then the same exhibition should be transferred to Hamburg where it could be shown and then serve as initial stock of the permanent show room, which was to be opened there.

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It was also considered that private enterprise should be taken into confidence for the supply of the right kind of material, which the expected buyers would like to purchase on large scale after seeing this exhibition in Hamburg, and the Government should help these private manufacturers or exporters with certain facilities regarding financing of the stocks which they might maintain here for ready delivery.

Having waited in India till April of this year to see that the material required for the Munich Exhibition was shipped, I left for Europe on the 9th April without any definite information regarding the despatch of the goods intended for the Munich Exhibition.

Later in May, I got a letter from the Handicraft Board informing me that it was finally decided to participate in the Munich Exhibition and I should go and see the exhibition stand when the same is opened in Munich. Unfortunately I could not attend the Munich Exhibition but learned later that the exhibits were quite nice and the whole show was a success. I was then informed by Dr. Chablani, the Commercial Counsellor in Bonn that he together with Mrs. Shiva Rao, Vice President of the Handicraft Board, and Mr. Patel, the Council General in Hamburg, had talks with Mr. Bertram on the subject. With these talks they had completely cut off all the previous efforts to build up a model Sales Organisation for Handicraft and other products in the Continental market. When I expressed my views, which were not in conformity with the arrangements arrived at, Mr. Chablani seemed to be a bit annoyed.

As this subject had been so very thoroughly discussed many times and as a matter of fact definite decisions were already taken in New Delhi to implement the same, I for myself could not understand why there should be a new meeting and new discussions on this subject. I fail to understand the great idea behind this meeting, for which Mrs. Shiva Rao had to come from America, all the way to Hamburg, if it was only to ask Mr. Bertram or someone else to purchase Indian Handicraft on their own risks and responsibility and try to popularize same. Private enterprise is already doing that in its own way and some handicrafts are finding their way in the German market. The main point when we first started the talks was to intensify these sales on a broader basis by putting up a representative show room of all the Indian things. A show room that should be in form of a small permanent exhibition where anyone could go and see what all

India produces and has to offer. This show room was not only meant for those in Germany but it was to be a place even for people from Scandinavian countries. With this show room we wanted to create a taste and liking for Indian art and craft. When the public is given the opportunity to see things without any compulsion to purchase, many would pass through these show rooms every day and then purchase whatever they like in the shops in the city which will be purchasing on larger scale from the ready stocks made available to them in Hamburg Free Port.

The proposals ultimately put forward to Messrs. Bertram & Co. today are such as need some discussions and comments. If Messrs. Bertram & Co. were now to purchase the Handicrafts in open market and try to sell it, I fail to understand the rôle that the Handicraft Board will be playing to boost up the trade. That which is being proposed is a thing that even every small manufacturer or dealer is doing today in his own way and in my opinion he is doing it quite well. I have met representatives of these dealers in Europe, going with their trunks full of samples from shop to shop booking small and large orders. I have seen dealers and manufacturers from India offering this handicraft material to interested parties here in a far better manner. They have nice catalogues and pricelists neatly printed. They have nice letter heads on which nice business letters are written. They are accomodating in prices and send their offers off German port. When one compares these with the loose photo leaflets with hand-written prices ex-godown these leaflets, accompanied by an ordinary letter written on a general airmail paper received from the Handicraft Board, as was shown to me, one begins to doubt the business acumen of the organisation behind it and the future of the trade. These leaflets and letters coming from a Government Organisation on which millions are being spent does not create a very favourable impression on any, leave aside the most conservative type of Hamburg business men.

It is now more than three months that the arrangements were discussed with Mr. Bertram and in which time only prices for a few articles been sent, and that too for such articles for which demand is restricted. The samples for these have not yet arrived. If things were to move in this manner it will take one year to make any beginning and I wonder if the Hamburg businessmen will be still enthusiastic about it.

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In my first Exposé and in my letter to Handicraft Board in February of this year I have tried to give a clear idea of the type of articles that would go and have divided them into three main categories. Anyone wanting to start a selling centre must have the material in suggested ratio to make the enterprise paying. As Handicraft Board has all these details in hand it would have been better if the prices and samples would have been sent in accordance with that plan.

The main idea behind the permanent show room in Hamburg was not to create only one shopping centre in this place but that this should be a nucleus of various centres that would be opened in different parts of Germany and on the Continent at a later stage such as: Düsseldorf, Köln, Frankfurt, München, Wien, Kopenhagen, Oslo, Stockholm etc. The Hamburg centre was not to be a competing organisation but a neutral and guiding one helping those interested in starting actual selling centres at the various places stated above. The present proposals limit the activity of Messrs. Bertram & Co. to Hamburg alone by asking his organisation to buy and sell on its own in Hamburg.

The best way of selling any product is by having a representative or representative organisation, whose duty it is to study the market, to make propaganda, to canvas business, to meet the prospective buyers and to interest them for the products, to book orders, to send reports to the principals, and to do his best to increase the turnover. This representative should not be a buyer and seller himself, as then no reseller will buy from him and his activities would be limited to his own buying and selling capacity. Consequently Messrs. Bertram & Co. *will do well to* ~~can only act~~ as representatives if Handicrafts desire to build up a larger selling organisation on the Continent.

This holds good in case of every other product that India wants to export and desires to get a footing in the Continental market.

N. Gaupis

Since writing this note I learnt 20/8/57 that the Handicraft Board has sanctioned about Rs 20,000 towards propaganda - I do not know in what form this amount will be paid and in what time. At any rate it is a good beginning and a step forward.

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Hamburg, 13th September, 1957

Suggestions Guptaper

This is a tentative proposal to push Indian Merchandize and items of Handicrafts in the German market.

- 1.) Mr. Bertram and his associates - whosoever they may be - are to organize a small limited company as Indian Merchandize Corporation, whose job it will be to import Indian merchandize of all nature and description into Germany, warehouses it, shows and sells it to whole-sellers and retail buyers for ultimate sale in ^{Stores} stalls and shops.
- 2.) A similar organisation will be set up in India to export Indian merchandize, examine it before shipment, do the necessary packaging, develop styles and adapt the same to the need of the German market.
- 3.) The German organization will pay for the goods on their arrival and after they have inspected - if so desired - and found them O.K.
- 4.) The German organization will extend to their buyers such credit facilities as are the custom in Germany.
- 5.) The Indian organization will look after the finances involved in the manufacture of goods on that side.
- 6.) The Indian organization is to export goods on the basis of cost plus small percentage to cover the over heads, say about 5 %.
- 7.) On receipt of the merchandize the German office will fix the wholesale prices in consultation with the sale people and looking to the market possibilities, But in no case at a level lower than the invoice prices given by the Indian organization, ^{except} with the consultation of the Indian organization.
- 8.) From the sale of the goods such expenses as advertising, sales commission staff salaries and warehousing etc. are to be deducted as a first charge. The balance remaining as net profit is to be divided between the German and the Indian organization 50 : 50.

The above is just an outline of the idea to promote and develop the Indian merchandize in the German market as two partners instead of between buyer and seller, where there is always a certain amount of pull and push, very ^{natural} surely. In the above proposal the interests will be common, the risks will be same to both and the arguments for the development and adaption of merchandize between the two organizations will be as if between two partners. This will bring effectiveness in the organization and in handling.

This is just a thinking aloud, a very rough sketch and details can be filled in as we come to brass tacks.

76 Report by Mr. Jain -
H A N D I C R A F T S

1. Handicrafts industries in India produce mostly consumer goods which have artistic value even where they serve an utility function. Some of the production is purely of a decorative and "speciality" nature. All these have characteristic Indian motifs, colour schemes and a distinct cultural background. In assessing the marketing possibilities of handicrafts industries in Germany, we have constantly kept this significant aspect in our minds.
2. At present the export of Indian handicrafts to Germany is very insignificant. Only Rupees 5 lakhs worth handicrafts were exported during 1956/57. During our stay in Germany we found that most people - traders and consumers alike - are unaware of the vast selection India can offer. The only important items which are slightly better known are brassware and carpets. Here too the qualities introduced are by no means the best we can offer. There are no significant importers or wholesalers or retailers of Indian handicrafts in Germany today.
3. We have been greatly impressed with the abundance, variety, quality and type of consumer goods on display and sale all over Germany. In every place we found large departmental stores which mostly sell utility goods, as well as a good number of medium and small sized retail shops which sell select and comparatively higher-priced goods for daily use and specialities, decorative and gift items. Invariably, the small and medium shops carry many imported items - similar to what our handicrafts offer - from Italy, France, Scandinavia, Marocco, Hong-Kong, China and Japan. This is in addition to what Germany produces itself.
4. The medium and small size "speciality" shops have better sales service than the service in the departmental stores which is more or less impersonal. Further the number of medium and small-sized speciality shops all over Germany is estimated at 8,000. Thus even in terms of volume turnover they represent sufficiently attractive outlet, and in our view would be the most appropriate channel for promotion and sales of our handicrafts. It is advisable that for introducing our handicrafts in Germany we first concentrate on the 8,000 and odd "speciality" retail shops of the types mentioned above. Here too, we should contact the importers and wholesalers who supply their needs. It may be mentioned that the type of goods sold in "speciality" shops do find their way to the large departmental stores also, but the experienced importers always try to introduce such items first through the speciality shops and, after a reasonable time and promotion divert them to the large stores and provide the speciality shops with newer varieties.
5. One point emphasized by many persons we met was that India must offer only its

own authentic and traditional crafts. Any imitation is offensive and loses all its selling value. In the German market, which is essentially filled with factory-made goods, we need to emphasize strongly that we are offering hand-made and artistic goods. Therefore, the special appeal which the hand-made and artistic goods have for discriminating consumers and sales organizations should be maintained and pushed home all the time. This is our best and perhaps the only selling point in this great market of manufactured, mass-produced goods.

The task is however not very simple. For in reality we will have to face a very stiff quality competition even in this special field of hand-made items. In carpets from Persia, embroideries from Hong-Kong and China, a large number of items in artistic leather work, basketwork, ceramics, brocades, ivory, jewellery, we have to compete with Italy, Scandinavia, Germany and France. In quality, finish, design and variety we will have to strive very hard. We will need to learn and adopt methods of presentation, packaging and publicity. Apart from quality the goods from these countries also offer stiff price-competition. They have distinct advantages over us in terms of close proximity to the market. They have more experienced and better sales and production organizations.

We have often on this tour confronted complaints about unsatisfactory services received by importers and sometimes criticism of our exhibitions where we displayed FOB prices (which no importer would like the consumer to know). We also came across instances where some manufacturers and exporters have sent the same price lists to importers, wholesalers and retailers. Quoting the same price to these different types of marketing agencies shows complete lack of appreciation of their respective functions and mutual relations. This partly arises because even in our own market there is generally no recognition of the respective functions of exporters and manufacturers. We, therefore, need to adopt suitable methods to deal with this situation and to impress these problems on our manufacturers and exporters.

In view of these considerations, we suggest the following measures:

A) As promotional

Two sample showrooms be opened at the earliest in Hamburg and Frankfurt. The wide range of articles we offer should be on display, without any price marked on them. The showroom should be equipped with full trading particulars for the benefit of importers. The showroom should be managed by experienced personnel. The planning, preparation and participation in trade fairs and exhibitions in Germany should be entrusted to these show rooms. Market research should also be undertaken by these showrooms to study competition, changing fashions and related matters. The showrooms should also have lists

of retailers where the consumers can be directed for retail purchase. Furthermore the showrooms should assist visiting handicrafts exporters, etc. from India in placing them in contact with appropriate parties.

The showrooms should distribute publicity material about handicrafts in particular and India in general. They may also be equipped with film projectors so that films on India and its crafts may be shown periodically to special invitees. The management of the showroom may advisably be entrusted to a suitable organization familiar with the handicrafts and capable of providing businesslike service. The expenditure on setting up and running of the showrooms should be incurred as a promotional measure by the Government of India.

In India itself a campaign should be launched to inform the handicrafts industries of the problems and prospects discussed in this report. Regular news bulletins based on the monthly reports of the sample showrooms in Germany should be circulated to them.

The exporters and manufacturers may be organized to pool their resources to provide the best articles at the best prices.

Services of a selected organization should be made available in India to inspect quality before consignments leave the country.

B) Commercial

It is desirable that our sample showrooms should be backed with actual ready stocks of goods available in Germany at the free port.

A suitable German business house might be interested in sales of handicrafts and for importation and stocking of selected items. Thus the business enquiries received by the showrooms would be followed up effectively.

Such a German organization could also be able to provide the credit facilities generally required by the German buyers (usual practice is 30 to 60 days) for payment.

C) General

We think that it should be possible to promote and sell both handicrafts and handlooms through common trade promotion facilities to be created as suggested above.

9. In view of the importance of floor covering materials such as carpets, coir mats, durrees etc. a special note has been given in the appendix on the problems and prospects of exports of these items to Germany.

Hamburg, 9th September, 1957

Ga/IP

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Some of the Decisions arrived at

- 1.) Hereafter not the All India Handicraft Board but the sale organization known as Indian Cooperative Union will act as promoters and supplier for Export Trade.
- 2.) That Mr. Ganpuley will be considered as a member of this Union and will represent it and be instrumental in organizing the business in Europe.
- 3.) Messrs. Bertram & Co. will be considered as sole representatives of the Union in Germany and will have the first preference for organizing Handicraft sales in other parts of the Continent.
- 4.) All the business between the Union and Messrs. Bertram & Co. shall be on the basis of principals to principals
- 5.) The Union will keep at the disposal of Messrs. Bertram & Co. representative samples of all that the Union has to offer and will have to offer free of costs and supply them photos, catalogues and other propaganda material that will help the sales. - These samples remain property of the Union, but will be paid for if and when sold by Messrs. Bertram & Co.
- 6.) All the samples and pricelists etc. brought by Mr. Jain will be left with Messrs. Bertram & Co.
- 7.) New samples will follow according to suggestions of Mr. . Bertram and Mr. Ganpuley.
- 8.) The aim of the Union is to create more interest for Indian Handicraft and help to increase the sales and as such is in no way prejudicial to any other private enterprise wanting to do the same. It should, however, be the effort of the representative of the Union to assimilate in the Union such exporters who are standing outside and want to start business in competition.
- 9.) The Union will sell to Germany only through Messrs. Bertram & Co. and Messrs. Bertram & Co. will be buying through the Union and with the consent of the Union through any other source.
- 10.) The Union has decided to participate in the Frankfurt Exhibition next year (separate note on this subject).

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End

I will appreciate if you will let me know your sailing date to India and when may we expect you in Delhi because your presence is vitally connected with the forthcoming Frankfurt Fair and this time I do not want you to be at the/from where you can criticize others. I would like you to receive the criticisms yourself this time by choosing the articles!

Allow me to express my deep gratitude and appreciation for your very kind care during my stay in Germany and also convey my best regards to Mr. Bertram and Mr. Gonzles for the very profitable discussions and their kind hospitality.

Yours sincerely,

L.C. Jain
(L.C. Jain)

N. Ganpuley, Esq.
10, Alsterufer,
Hamburg 36

Ps. I had sent a message for Gupthajee through Raj Narain. It was clearly conveyed that I would not be ringing him up - as Raj Narain will talk to him personally on my behalf. Perhaps Raj Narain forgot. Please ask him not to be upset.

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Neue Delhi 23rd Januar 57

Lieber herr Bertram

Ich sitze gegenwaertig in Delhi und verhandle mit Produktion minsiterium respektive Wirtschaftsministerium betreffs Dauerausstellung in Hamburg. Heute sende ich Ihnen hiermit die erste Resume unserer Besprechungen. Sie werden daraus sehen dass die Sache langsam aber sicher aktuell wird. Ich bleibe hier noch einige Tgge bevor ich nach Patna zurueckfahre. Ich schreibe Ihnen dann aus Patna noch ausfuehrlicher.

Ich habe ebenfalls eine Besprechung mit deutscher Stelle in Neue Delhi. Deutschland ist an Import indischer Waren sehr stark interessiert da die gegenwaertige Handelsbilanz mit 80 :20 fuer Deutschland zu sehr Aktiv ist. Deutscherseits ist deshalb jede Unterstuetzung zugesichert.

Ich schreibe Ihnen aus Patna weiter. Mit herztl. Gruessen

Ihr

4B
Hamburg 36
Alsterufer 10
9th, Sept 57

Dr S.P. Chablani
Commercial Counsellor
Indian Embassy,
Bonn

My dear Dr. Chablani,

I was glad to meet you once again at Bonn although for a very short time.

I particularly came to Bonn because Mr. Bertra wanted to meet Mr. Jain before he left for Africa on the 13th instant as a member of the World Cocoa Congress where he will be till the end of this month, and will not be able to meet our delegation.

I had therefore to meet and request Mr. Jain to come here in between which he did. We had talks with Mr. Bertra on the same lines as put down by you after your talks with him in April. Mr. Jain will inform you about that when he meets you again.

I shall meet the other members of the delegation here when they have sufficient time.

I am sorry I could not stay there a day longer to talk with you at leisure about the suggestion made by you regarding Pepper Growers Association. However, I am prepared to take up the work so very kindly suggested by you, if you think I could be the right person.

Thanking you once again for the confidence and the interest that you take in me and with regards

sincerely yours

gjn
C/O India House,
London,
10 October 1957

Dear Mr. Ganpuley,

I have just received your letter of 10th October. I very much appreciate all the nice things you say about me. Personally, however, I would prefer that you do not give such lavish expression in your letters to Ambassadors etc., for I feel considerably embarrassed. However, I appreciate your sincerity.

First of all let me confirm the statement of account sent by you. The funds will be remitted to you soon on my return to Delhi.

I also confirm that you will receive an honorarium of Rs. 500/- p.m. with effect from 1st September 1957 from the Indian Cooperative Union. On my return to Delhi I will also have this approved by the Board of Management of the Union. But so far as you are concerned it is a settled fact.

In London I have seen a large quantity of very good handicrafts in India House. These had come here for various Exhibitions as well as for sale in a shop which the I.C.U. was ~~running~~ ^{using} here some time for the Government of India. These are ~~the~~ just the kind of things that we may like to have. As there was no time to write to you and share my ideas I have already taken the initiative of writing to Mr. Kurt Seidel to come to London for 3 or 4 days to see the variety of things and choose them (a) as samples and (b) for immediate sale for Christmas. The procedure will be that he will select the items and India House will prepare a list. These will be sent to you and Bertram and Coy. to handle the import formalities. We can then arrange for these goods to be shipped to Hamburg straightaway. The payment for these can be made subsequently after you have arranged to sell them in Germany.

These will, of course, be in addition to the samples which will be collected on my return to India.

I hope you would favour the step suggested by me and I have also asked Kurt Seidel to send his travel bill to you for payment on our account. I hope the arrangement for his visit to Hamburg stands and he will meet me in Zurich with my bag. I do not, however, have the address of the handicrafts shop in Zurich and will greatly appreciate your sending it to me either at Prague or Warsaw care of the Indian Embassy there.

As regards the proposals for ~~stock~~ ^{prepared} by Mr. Zimmer, I very much appreciate the suggestions. I am sending these to Delhi straightaway, but one thing is not clear to me; whether this is an order placed by Mr. Zimmer or is it in the form of his suggestion to us. I will appreciate a clarification. Some of the items suggested in this are textile items. Obviously an import licence would be necessary. Kindly clarify who will take out the import licence.

I have seen the shops run by Paul Telco in London. He took me round the shops, but I am not sure whether we can have any arrangement with him. He is managing a good business, but his old connections with India have given him a peculiar kind of bitterness which is very disagreeable and I am not sure whether ~~you~~ would personally like the I.C.U. to get involved with such a person in any intimate business arrangement. I have, however, other suggestions for tackling the London market. I will be discussing these with the Minister (Economic) Mr. Swaminathan, this afternoon and will then write to you after we have formulated our views and I have the benefit of consulting him.

Dear Mr. Jain,

I thank you for your cable, acknowledging my letter from Munich with enclosures, which I received in Zurich. Now as per my old program ~~am~~ I am on my way to India and am writing to you the promised letter giving you some more details about my further investigations in the field of Handicrafts and their sales in Europe. Having seen things yourself, I may not be writing anything new. It may be the repetition of the same things that you have seen with your own eyes and heard others telling you, thereby only confirming my old ideas and recommendations.

I have often gone into details about Indian handicrafts and made my suggestions for improvement of the same which unfortunately fell on deaf ears. In course of my various trips to Europe I have not failed to see and wonder the constantly changing designs, the neat execution, the make up and presentation of the same. While others are progressively getting better, we who need it the most are more retrogressive. The more I see the Handicrafts of various countries on sale in the European market I become doubtful about our place in these markets. I saw in Hamburg and Zurich handembroidered articles from China and Japan. Each piece is so very nicely done and finished neatly cleaned ironed and folded and offered nicely packed and offered at prices at which we can scarcely offer our Chikan, Kashmere or other embroidery work. Our leather goods look cheap in execution and finish against Italian, Moroccan or Egyptian. There are still a few lines in which we can excel and hold our own but even there competition is coming up and our exporters are helping to ruin the quality and standard and consequently the markets. An overall improvement and quality control is essential if we desire to get into the foreign markets.

Mr Zimmer gave me an interesting information regarding the import policy of German Government so far silk fabriks were concerned. Uptonow the procedure of importing was very easy; which has been made more difficult. For example so far one had to apply for licence which one got very easily and then one could import from anywhere in India depending the price and facilities that the exporters offered. Today in the first place Germany fixed a silk Import quota for DM 700.000 from all countries. As there had been very limited importers of silk or silk products from India this quota was mostly blocked by those importing silk from Italy, Japan and other countries and those importing from India were required to be satisfied with what little they got. For example Mr. Zimmer applied for licence on 20. Sept for DM 40.000 for Benares goods like shals and stolas and got the licence on 6th Nov for DM 7.724..

So far he could purchase as and when he wanted to the extent of his import licence from any manufacturer today after he received the licence on the 6th of Nov, he has to place before the import control office a contract from the Indian supplier stating the details of supply to be made till May, 1958. This must reach the controllers office till 6th Jan 58. The period between the receipt of licence and the presentation of confirmed orders from the Indian supplier is so short that one cannot get out fresh samples from India and decide ones purchases from one and more suppliers. With such difficulties in the way of imports, it is no wonder that those few who do to import lose all the interest in the business. There are many such difficulties which makes the import of Indian Silk goods impossible. This however speaks in favour of having= maintaining stocks at Hamburg from which the smaller licence holders could purchase according to their choice.

There is another point worth considering. In spite of the above ~~mentioned~~ mentioned all over quota of 700.000 from all sources Germany has

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agreed to purchase from China about DM 1.600.000 worth of silk and silk goods. If India whose trade balance is passive to the extent of 700 Million and is supposed to be a good buyer of German products it stands to reasoning that Indian silk should also get a preferential treatment or a special quota outside the Global one. The Handicrafts will have to bring this matter to the notice of Commerce and see to it that we get a special import Quota like China.

This is only in respect of silk goods which includes also the Benares articles with Gold and silver thread, in which Mr. Zimmer was mostly interested so far. So far this is an Indian speciality without any competition from other countries and hence it is worth organising it properly and bring the manufacturing as well selling organisation to a standard of perfection, shutting out as far as possible unhealthy competition at the cost of quality standard.

In Zurich Mrs Walter gave me a very interesting account of her experience in the Handicraft trade which needs special consideration. Very few can correctly interpret the life of this trade in continental countries as Mrs Walter, who has fondled this child with all the motherly care and has given to it all her time and energy to make it live and flourish in spite of the most unfavourable response from Government or public section, who are the producers of the same.

We in India have still to learn that everything that one produces, may it be a work of brain, thoughts or hands needs care and love. It is not only with our children but it ought to express itself in case of every animate or inanimate object, if one wants better results better fruits.

Just like a child that needs the care of the parents to grow to flourish to ascertain itself and exist in the great world, so does everything that is produced by human brain or hands. So long the majority of our parents do not know how to care for and rear their children, how can one expect them to know that even the inanimate objects produced by their brain and hands also need care and love to be something great that will repay them manyfolds for their troubles. In short, perhaps due to want of education, want of opportunities to learn how to do better, want of support from those who are expected to support them we have developed an attitude of careless negligence in everything that we do and this is greatly responsible today for undermining our economy. To do a thing neatly, properly, with love, with some pride in one's own creation are greatly missing everywhere and unless something is done to change this attitude our future as a nation looks gloomy.

We cannot blame the handworkers for that. They are doing their best with the help of the material that is made available to them. All the blame goes to the account of those who give them hunger wages for their work and thus force them to purchase ordinary cheap material for their good work and costly work, or those who give them inferior material and try to get the best out of them. We may be only then justified to bear high hopes of large sales in foreign markets for our handicrafts if we could eliminate the many mal-practices in this trade and help it to a certain standard of quality that one expects from handicraft as a work of art and special nature as against machine made.

Following are a few remarks based on the experience gained in this trade which may be taken into account by those who have to set up the sales organisation so also for those who have to attend to the supplies:

1. Silk Shawls and scarves It must be all fast colour. There should be no dents and holes in the body of the piece and the borders should be properly rolled and stitched by hand.
2. Printed covers, table cloths curtains The colour should be fast when two pieces are sewn together these ought to be so done as the designs on the two pieces fit together. Mrs Walter has always to get them cut open and stitched again. Which is though costly is possible in the event of smaller individual supplies but

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impossible in case of larger

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If one has to organise a proper sales organisation of ~~Indian~~ Indian Handicraft it was found necessary that one should have a small repair workshop as so many things arrive broken or defective.

The jewellery fixtures are always very defective. Mrs Walter has to change every time the fastenings and other fittings brought on the jewellery.

The so-called modern designs in Cotton or Silk printing with bright colours and dancing figures or things like that are not in demand so much as the old fashioned prints of artistic designs which one saw in the old Farukabad printing.

The so-called Kashmere Tuerkese work articles may look well at first sight and attract the attention of the buyers, but these are bad imitations and need complete change. These are originally white splitters of china like material which is then coloured bluish green. The colour is not fast and the result is that that the necklaces colour the white blouses on which it is worn, the colour deposits on the neck and wrist and after some time the pieces change unevenly from blueish to white.

The fixing of labels etc with paper stapling machine on silk fabric is the ugliest way of doing things. These invariably leave holes in the fabric when removing the staple and destroys fabric at that place.

In some part of India good textile fabrics in silk or fine cotton are mercilessly stamped with the name of the firm or like that. The washing spoils the texture at that place and makes it impossible for dressmaking.

The fixtures on lady's hand bags, shoes, jewellery and even other articles must undergo a radical change to make them fit for foreign trade.

It does not matter so much for small shops who have to deal with a known small circle of customers if some articles reach there defective. The same can be taken back or repaired but when sending these to stores where articles go to selling table without previous examination every piece that goes out ought to be examined before the same is packed for despatch.

Even before but more of late, since the foreign exchange control has come in force, it has become an every day affair that they bring with them all sorts of handicrafts, saris and other articles and offer these to foreigners or for trade even before cost price and spoil the trade. (--- students, travellers and the like)

To start with one can do better in concentrating on following lines: Brass articles preferably of good old designs, Behares' shals, stolas and other articles in which we still rule the markets, Printed cotton for dress making and for other purposes but with olden designs, Handloom products. These should be stocked to the extent of about 200,000 for immediate supplies.

There is still a good deal to add to this about which we can talk personally when I am there. I am only putting these down today for your information only before I forget same.

I shall reach Bombay on the 14th where I expect your communications if anything you have to write to me.

With kind regards Sincerely yours

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ALL INDIA HANDICRAFTS BOARD
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The details relating to the opening of a wholesale depot have been discussed with Shri N.G. Ganpuley and Shri T.C. Kapoor, O.S.D., Ministry of Commerce & Industry. The arrangements suggested are as follows:

1. The All India Handicrafts Board will set up a depot at free port of Hamburg. Selected handicrafts goods will be stocked there.
2. The German firm of M/s Autobartram & Co. who had last year indicated their desire to act as selling agents will organise the sales in West Germany, Scandinavian countries etc. The goods from the bonded house will be made available by the All India Handicrafts Board to the German firm at a selling price which will cover Board's expenses upto its depot at Hamburg. This would include all expenses incurred by the Board till the release of the goods to the selling agents.
3. The selling agents would sell goods at prices approved by the Board. While fixing the prices, provision would be made for expenses of the agents and a reasonable margin of profit not exceeding 15 %.
4. The All India Handicrafts Board has initially earmarked a sum of Rs. 1,00,000/- which will be utilised for purchases of goods to be stocked at a Depot in Hamburg, but in addition the Board would invite and encourage other private dealers in handicrafts to send goods on a consignment basis to this depot subject to a general supervision over quality and prices by the Board and assuring their ability to supply replacements in period prescribed for it.
5. To initiate this scheme it was considered necessary to have an exhibition of Indian Handicrafts in Hamburg. It was suggested that the proposed handicrafts exhibition at Munich in the middle of 1957 may be composed of exportable merchandize and should be drawn up on the basis of duplicate samples being maintained in India. After the Munich fair, the exhibits should go directly to Hamburg where a special exhibition may

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be organised. Such an exhibition will help in determining the type of products which would be in demand in West Germany especially 'Hamburg'. The items to be sent to the wholesale depot at Hamburg would be those which would be found to be successful as a result of this exhibition.

6. It was also agreed that an initial set of samples could be placed at the disposal of the selling agents on trust for display in the showroom of the agents and if necessary an insurance could be taken out to safeguard the advance of goods. The total value of such goods at least in the initial stage will not exceed Rs. . The agents will replace the goods sold by obtaining replacements from depot. For such replacements, they will pay cash.

7. When agents make a sale for which goods have to be supplied from the depot, they shall either pay for it in cash or give bank or other security acceptable to the Board, if element of credit is involved. It will, however, be ensured that terms of sale to agents will not be more liberal than those given by them to their wholesale customers.

8. To ensure smooth working of the arrangements, the Board would take steps at this end in India to build up stocks of exportable merchandize so that repeat bulk orders could be supplied without delay or difficulty.

9. Shri Ganpuley also mentioned that one of the Indian businessman settled in West Germany was interested in setting up a retail shop in Dusseldorf at his own investment. He, however, wants to combine an Indian coffee shop with the Indian handicrafts show-room to make it a popular venture, and to provide against loss which can be expected in the initial stages on setting up showrooms, maintaining stocks and developing market for new variety of goods. The businessman would, however, like to be assured of a regular supply of coffee from this end. His estimated requirements are about 50 tons of coffee per year. The suggestion was welcomed, and the matter would be taken up with the Coffee Board to secure their agreement. It was pointed out that while an assurance would be given about coffee, a reciprocal understanding

contd....

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would have to be reached with the Indian businessman for purchase of handicrafts. Possibility of linking supplies of coffee with purchase of handicrafts will be explored.

10. As regards coordination between the wholesale agents, who would be selling the goods through the wholesale depot and between the retail shop, it was felt that it could be secured without much difficulty. At best, it may be necessary to allow a nominal percentage to the wholesale agents in respect of supplies made to the retailers in that area. This issue will be discussed and some workable arrangement will be settled while negotiating the scheme with the agents.

11. Shri Ganpuley pointed out that the sum of Rs. one lakh now provided by the Board may not prove to be adequate and in any case the selling agents would like to have sufficient volume of goods to be able to cover their overhead operating expenses and the investment which they will make on advertising. It was therefore necessary for the Board to ensure that the goods indentured by the selling agents were supplied to them. Shri Kapoor and Shri Jain felt that if the scheme showed promise, there should be no difficulty in obtaining approval of the Finance Ministry for increasing the initial capital of Rs. one lakh.

12. Shri Ganpuley also stated that he had recently written to the German firm informing them that the Government of India was ready to start this venture but as about 13 months have elapsed since the matter was discussed with the German firm, it was essential to wait for their reply before the matter could be finalised. The offer of the Indian business firm of Dusseldorf however, remained open subject to the conditions referred to above. Mr. Ganpuley also stressed the need for our paying more attention to the West German market generally for exporting Indian merchandise and he strongly recommended that we should certainly plan to take our exhibition to Hamburg after the Munich fair in any case as that may attract a number of other traders to our goods.

ALL INDIA HANDICRAFTS BOARD

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7. When agents make a sale for which goods have to be supplied from the depot, they shall either pay for it in cash or give bank or other security acceptable to the Board, if element of credit is involved. It will, however, be ensured that terms of sale to agents will not be more liberal than those given by them to their wholesale customers.

8. To ensure smooth working of the arrangements, the Board would take steps at this end in India to build up stocks of exportable merchandize so that repeat bulk order could be supplied without delay or difficulty.

9. Shri Ganpuley also mentioned that one of the Indian businessman settled in West Germany was interested in setting up a retail shop in Dusseldorf at his own investment. He, however, wants to combine an Indian coffee shop with the Indian handicrafts show-room to make it a popular venture, and to provide against loss which can be expected in the initial stages on setting up showroom, maintaining stocks and developing market for new variety of goods. The businessman would, however, like to be assured of a regular supply of coffee from this end. His estimated requirements are about 50 tons of coffee per year. The suggestion was welcomed, and the matter would be taken up with the Coffee Board to secure their agreement. It was pointed out that while an assurance would be given about coffee, a reciprocal understanding would have to be reached with the Indian businessman for purchase of handicrafts. Possibility of linking supplies of coffee with purchase of handicrafts will be explored.

10. As regards coordination between the wholesale agents, who would be selling the goods through the wholesale depot and between the retail shop, it was felt that it could be secured without much difficulty. At best, it may be necessary to allow a nominal percentage to the wholesale agents in respect of supplies made to the retailers in that area. This issue will be discussed and some workable arrangement will be settled while negotiating the scheme with the agents.

11. Shri Ganpuley pointed out that the sum of Rs. one lakh now provided by the Board may not prove to be adequate and in any case the selling agents would like to have sufficient volume of goods to be able to cover their overhead operating expenses and the investment which they will make on advertising. It was therefore necessary for the Board to ensure that the goods indented by the selling agents were supplied to them.

Shri Kapoor and Shri Jain felt that if the scheme showed promise, there should be no difficulty in obtaining approval of the Finance Ministry for increasing the initial capital of Rs. one lakh.

12. Shri Ganpuley also stated that he had recently written to the German firm informing them that the Government of India was ready to start this venture but as about 13 months have elapsed since the matter was discussed with the German firm, it was essential to wait for their reply before the matter could be finalised. The offer of the Indian business firm of Dusseldorf however, remained open subject to the conditions referred to above. Mr. Ganpuley also stressed the need for our paying more attention to the West German market generally for exporting Indian merchandize and he strongly recommended that we should certainly plan to take our exhibition to Hamburg after the Munich fair in any case as that may attract a number of other traders to our goods.

Since our last meeting in December 1955 1955, I had been constantly thinking on this subject, as I was confident that one day or the other this idea will be materialised if not by me by someone else who might be thinking on the same lines.

There was absolutely no doubt in my mind that West Germany could be a potential market for our products firstly because of her phenomenal ^{economic} recovery during past five years; secondly because of her active trade balance with India; and thirdly because of the liking and appreciation of her citizens for Handicrafts.

Since our last conversation quite substantial amounts have been spent in participating in the exhibitions held in East Germany and other East European countries where the general public cannot even purchase the barest necessities of everyday life such as clothes, food clothes or footwear and the like, whereas the proposals presented by me to the commerce ministry have wandered to cold storage for want of funds.

I do not want to criticise any person or persons or even the Government but I may only state here that by now we could have established ourselves and showed some positive results on the side of earning and not only spending.

When I think of German market I also think of surrounding Scandinavian and Benelux countries which are equally well placed.

With all this in view I have been studying the improvements and developments in Handicraft products by visiting a few centres opened for the sale of the same. For example the Bombay Gramodyoga selling centre and others on S.P. Sir P.M. Road. If we could but open stores of that type in the important cities in Europe and run on purely commercial lines, I am quite confident that our handicrafts would find substantial markets.

I do not want the Government to enter the field of trade and open shops, but what I want is all out Government support with some initial expenses. If what the Government is spending today on exhibitions in foreign countries could be channelled and passed through such person or persons who undertake to open Handicraft stores in foreign countries not only a good deal of money will be saved but such participations by that group will invariably lead to greater success.

In the course of the year I discussed this subject with many a promising dealers in Handicrafts who have promised their fullest cooperation if somewhere a beginning was made.

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It would have been better if Government would have actively participated by atleast partially financing such show rooms as it was once decided by the Commerce ministry. This is only needed for the first year after which we expected to get the suppliers interested and ready to participate in the cost of the upkeep. These suppliers are in the form many hand workers cooperatives, or even dealers and manufacturers who have the experience and organisation for production and supply of purely Indian Handicraft articles.

As All India Handicraft Board was not in a position to do the initial financing for show rooms, I consulted my friend in Germany who agreed to do that part of financing, at that time.

Since your telegram to me having agreed to my proposals on principle, I have not been able to consult my Hamburg friend which I want to do only after we have taken positive decisions in the matter as it is now about 2½ years that I have kept him waiting and without any decision from our side.

I was also in touch with German Embassy here who have also promised every support. As a matter of fact at my request the Commercial Counsellor of German Embassy got in touch with you in January last in connection with Handicraft Exhibition in Munich.

In the meantime I have also been able to interest one of my Indian friends domiciled in Germany, who has shown his readiness to bear all the expenses of the show room or rooms and also to furnish necessary guarantees to start at first a show room in Dusseldorf a rich Industrial centre of Germany.

Naturally one who wants to take the risk of spending on show rooms etc wants to be very careful. As already informed before the monthly expenses could be near about Rs 6000.-- and the turnover for the first few months might be nil. The fitting up of the show rooms might cost about Rs 20000 to 30000.-- and there might be poor sales for the first 3 or 4 months. One who wants to invest has therefore to be careful. Apart from that as per reports received certain markets are spoilt by cheap and bad supplies of unscrupulous exporters. Then of late many travellers and students have started taking with them Indian Handicraft in lieu of the absence of foreign exchange which are then sold at any price. The students taking things and offering them for sale is becoming a menace for the trade.

In spite of that my friend wants to open the show room in Dusseldorf but on one condition and that is to open side by side with it an India Coffee House the like of which Indian Coffee board has opened in various cities of India

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financial

We do not need any help from coffee board for this purpose but what we need is some propaganda material ~~regarding~~ regarding Indian Coffee and the supply of coffee at a price at which the board is supplying today to various Coffee houses run by the board. Further we shall need an export Quota of about 50 tons for the year to meet our needs. The proper fitting of the coffee houses will be done by us. We shall pay for the coffee that we purchase. This is essential for two reasons

- 1) Coffee drinking is a habit with Continental people and coffee ~~houses~~ ^{houses} are open from early morning till late in night and is always crowded with a first class public, which are potential buyers

The Coffee house will be decorated with Indian Handicrafts and there will be good show windows all furnished with Indian Handicrafts

Attached to it will be the shop for selling the handicrafts.

On the first floor there will be show room and stocks for retailers and wholesalers.

Coffee house will help us to draw the necessary buyers

- 2) Coffee house will bring to us the necessary income perhaps from the day it is opened, which will keep us going for the first introductory period and also in time of slump in the trade.

If our proposal which is based on experience is acceptable to the Board and which is no way detrimental to Indian Coffee trade and Handicraft business, we should request the Chairman of the Board to secure for us the Quota and price sanction from the Coffee board.

Simultaneously with Dusseldorf we shall take up the question of Hamburg and other places at a later stage.

These are some of the points for consideration.

Bombay 5th Jan'y 1957

N. Ganpuley

5 Bastion Road Fort
Bombay.1
3rd January 1957

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Shri Jain
All India Handicrafts Board
Queensway A Barracks
New Delhi

Dear Shri Jain

I am in due receipt of your telegram dated 31st Dec
reaching as follows for which I thank you

DIAZO BOMBAY : POP MANPULEY FROM JAIN (HANDICRAFTS) DELIVER SECY
ALL INDIA HANDICRAFTS BOARD : HANDICRAFTS POT IN GAIKOT APPROVED.
IN PRINCIPLE BY GOVT. ALTHOUGH PERSONAL DISCUSSION FOR DETAILS
WILL POSSIBLY YOUR VISIT IN DELHI EARLIEST CHANCE.

The decision of the Government after about 13 months
comes to me rather late. Not that I have given up the idea but the
delay makes it necessary for me to know beforehand the attitude of
those here and in Germany who had agreed to cooperate with me.

You know that we had agreed to take the risk of bearing
the expenses of the show room which were in the vicinity of Rs 6000 to
Rs 8000.--per month. This meant that we should sell goods worth at least
Rs 500,000 with 25% profit to cover the expenses. My friend in Hamburg
had agreed to take the risk at that time. You will agree with me that
I shall have to enquire of him first before I could talk with you
on the subject.

As in the meantime I have also taken on my shoulders
other responsibilities regarding conducting a paper in Bangalore
I shall have to consult Shri R.R. Diwaker before I can free myself
for Hamburg. For this purpose I am leaving for Patna on the 10th inst
and there after consulting with Shri Diwaker I shall write to you as
to when I can be in Delhi.

In the meantime I shall also write to my friend in
Hamburg and one or two business friends in India who wanted to
cooperate with me then.

If you have already worked out any details I should
request you to send me the same, so that I can think over it in the
meantime and come to Delhi with my cut and dry plans.

Thanking you

Sincerely yours

ALL INDIA HANDICRAFTS BOARD

The details relating to the opening of a wholesale depot have been discussed with Shri N.G. Ganpuley and Shri T.C. Kapoor O.S.D. Ministry of Commerce & Industry. The arrangements suggested are as follows:

1. The All India Handicrafts Board will set up a depot at free port of Hamburg. Selected handicrafts goods will be stocked there.
2. The German firm of M/s Otto Bertram & Co. who had last year indicated their desire to act as selling agents will organise the sales in West Germany, Scandanavian countries etc. The goods from the bonded house will be made available by the All India Handicrafts Board to the German firm at a selling price which will cover Board's expenses upto its depot at Hamburg. This would include all expenses incurred by the Board till the release of the goods to the selling agents.
3. The selling agents would sell goods at prices approved by the Board. While fixing the prices, provision would be made for expenses of the agents and a reasonable margin of profit not exceeding 15 %.
4. The All India Handicrafts Board has initially earmarked a sum of Rs. 1,00,000/- which will be utilised for purchases of goods to be stocked at a Depot in Hamburg, but in addition the Board would invite and encourage other private dealers in handicrafts to send goods on a consignment basis to this depot subject to a general supervision over quality and prices by the Board and assuring their ability to supply replacements in period prescribed for it.
5. To initiate this scheme it was considered necessary to have an exhibition of Indian Handicrafts in Hamburg. It was suggested that the proposed handicrafts exhibition at Munich in the middle of 1957 may be composed of exportable merchandize and should be drawn up on the basis of duplicate samples being maintained in India. After the Munich fair, the exhibits should go directly to Hamburg where a special exhibition may be organised. Such an exhibition will help in determining the type of products which would be in demand in West Germany especially 'Hamburg'. The items to be sent to the wholesale depot at Hamburg would be those which would be found to be successful as a result of this exhibition.
6. It was also agreed that an initial set of samples could be placed at the disposal of the selling agents on trust for display in the showroom of the agents and if necessary an insurance could be taken out to safeguard the advance of goods. The total value of such goods

contd...

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at least in the initial stage will not exceed Rs.

The agents will replace the goods sold by obtaining replacements from depot. For such replacements, they will pay cash.

7. When agents make a sale for which goods have to be supplied from the depot, they shall either pay for it in cash or give bank or other security acceptable to the Board, if element of credit is involved. It will, however, be ensured that terms of sale to agents will not be more liberal than those given by them to their wholesale customers.

8. To ensure smooth working of the arrangements, the Board would take steps at this end in India to build up stocks of exportable merchandise so that repeat bulk order could be supplied without delay or difficulty.

9. Shri Ganpuley also mentioned that one of the Indian businessman settled in West Germany was interested in setting up a retail shop in Dusseldorf at his own investment. He, however, wants to combine an Indian coffee shop with the Indian handicrafts show-room to make it a popular venture, and to provide against loss which can be expected in the initial stages on setting up showroom, maintaining stocks and developing market for new variety of goods. The businessman would, however, like to be assured of a regular supply of coffee from this end. His estimated requirements are about 50 tons of coffee per year. The suggestion was welcomed, and the matter would be taken up with the Coffee Board to secure their agreement. It was pointed out that while an assurance would be given about coffee, a reciprocal understanding would have to be reached with the Indian businessman for purchase of handicrafts. Possibility of linking supplies of coffee with purchase of handicrafts will be explored.

10. As regards coordination between the wholesale agents, who would be selling the goods through the wholesale depot and between the retail shop, it was felt that it could be secured without much difficulty. At best, it may be necessary to allow a nominal percentage to the wholesale agents in respect of supplies made to the retailers in that area. This issue will be discussed and some workable arrangement will be settled while negotiating the scheme with the agents.

11. Shri Ganpuley pointed out that the sum of Rs. one lakh now provided by the Board may not prove to be adequate and in any case the selling agents would like to have sufficient volume of goods to be able to cover their overhead operating expenses and the investment which they will make on advertising. It is therefore necessary for the Board to ensure that the goods indented by the selling agents were supplied to them.

Shri Kapoor and Shri Jain felt that if the scheme showed promise, there should be no difficulty in obtaining approval of the Finance Ministry for increasing the initial capital of Rs. one lakh.

12. Shri Ganpuley also stated that he had recently written to the German firm informing them that the Government of India was ready to start this venture but as about 13 months have elapsed since the matter was discussed with the German firm, it was essential to wait for their reply before the matter could be finalised. The offer of the Indian business firm of Dusseldorf however, remained open subject to the conditions referred to above. Mr. Ganpuley also stressed the need for our paying more attention to the West German market generally for exporting Indian merchandize and he strongly recommended that we should certainly plan to take our exhibition to Hamburg after the Munich fair in any case as that may attract a number of other traders to our goods.

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Shri Jain
All India Handicrafts Board
New Delhi

Dear Shri Jain,

I acknowledge receipt of your telegram reading as follows :

"YOUR LETTER FIFTH BOARD WILL PAY FIRST CLASS FARE TO AND FROM PLUS DAILY ALLOWANCE ADMISSIBLE TO NONOFFICIALS. WIRE ARRIVAL DATE JAIN CRAFTIND."

Accordingly I shall be starting for Delhi on Saturday evening reaching there on Sunday the 20th inst I shall be ready for talks on Monday and should like to let me know when I can come to your office on Monday. My address in Delhi will be care of Shri Krishnamurthy Rao Vice President Council of state, 10 Akbar Road.

As this letter will positively reach you tomorrow being sent by air today, ~~it~~ I may not send a wire. If there are any changes in my program I shall definitely let you know in time.

I have also asked my Indian friend who wants to finance the show room in Duesseldorf to be present in Delhi at that time

Thanking you and with regards

sincerely yours

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N. Ganpuley

RAJ BHAVAN,
PATNA.

Patna 20th Dec 55

My dear Shri Karmarkar,

I returned back on the 14th night and take this first opportunity of thanking you for your care and kind hospitality during my stay in Delhi.

I was very happy to get an opportunity to talk to you at length and frankly about various things and particularly about the Permanent Exhibition cum selling centre to be opened at Hamburg for which I have made all the necessary arrangements at that end.

All India Handicraft Board desire to go out to sell Indian products which they can ^{only} do with the cooperation of Commerce Ministry and therefore I think that your Ministry should take the lead not only to help the other trade but also the Handicraft industry.

From my talks with Shri Panikkar I gather that this should be quite possible if the responsible ministers like you see that the work is not sabotaged and torpedoed by Deputy and Joint secretaries according to their whims.

I can only say that if this centre is started as suggested by me you will be able to see the best results in a very short time. I wish you take up this matter in hand and make it possible for me to work it to success.

I have handed over the copy of my suggestions to Mr. Panikkar which you will be able to in the files, however I am enclosing one for ready reference.

Hope you are keeping well, and with regards

sincerely yours

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Patna,
(Bihar),
November 25, 1955

My dear *Bakshi,*

My friend Shri Ganpuley is going to Delhi in connection with sale organisation of Indian Handicrafts in Europe. He has been invited by Shri. Kamaladevi, the Chairman of the Handicrafts Board.

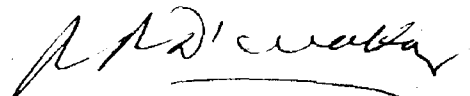
He would like to spend 4-5 days in Kashmir in connection with the same work and he would be glad to have opportunities to study the present position of Kashmir Handicrafts vis-a-vis European market.

He is a patriotic man who has spent about 25 years of his life in Germany and Central Europe. He is entirely a self-made man and was one of the most important helpers of Subhas Bose during the Ind. War. He was Industrial Adviser to U.P. Government for about two years and then Commercial Attache to our Embassy in Prague in 1951 or so.

He has a large number of business friends in Munich, and Zurich, with whose help he hopes to organise good sales.

You will kindly put him in touch with friends who can give him enough information and the present position.

Yours sincerely,



(R.R. Diwakar)

Bakshi Gulam Mohomed,
Prime Minister of Kashmir State,
Srinagar.



Exp. del.

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BIHAR GOVERNOR'S CAMP,
Patna, Dec. 7, 1955

Dear Shri Ganpuley,

Shri Bakshi Ghulam Muhammad, the Prime Minister of Kashmir, has replied to Shri Diwakarji as follows :-

" I was pleased to have your letter of November 25.

I have not so far met Mr Ganpuley but we shall be glad to give him all possible assistance to enable him to study our handicrafts here.

I hope you are in good health and spirits.

With kind regards,

Yours sincerely, "

We will be arriving on the 9th afternoon by IAC plane and are putting up at Rashtrapati Bhavan.

Rest when we meet.

rs sincerely,

S Rao

Shri N.G. Ganpuley,
10, Akbar Road,
New Delhi.

3 Bastion Road, Fort
Bombay. 1
10 the February 1956

Shri Karmarkar.
Minister of Trade
Ministry of Commerce and Industry
New Delhi

My dear Shri Karmarkar,

Since I met you last in Delhi I had not the chance of meeting you for a quiet talk. Moreover when you come to this side your time is so short and you have so much to do. I hope I will soon have an opportunity of meeting you.

Today I am writing to you again on the same old subject of opening a Permanent Exhibition cum Trade centre at Hamburg. According to information which I received from Mr. Panikker the scheme ought to have been finalised in February. and I do not quite understand why it does not take a concrete form although Mr. A.C.N. Hanriot our ambassador in Bonn is in favour of it.

I am convinced that the scheme as discussed and worked out will help to increase our export trade not only with Germany but also with other continental countries and I shall very much appreciate if you will kindly look into this matter once more.

Thanking you

Sincerely yours



D.O.No. N/ 27 /56.

MINISTER OF COMMERCE,
INDIA.

New Delhi,
January 16, 1956.

..

My dear Dr. Ganpuley,

Your letter dated the 20th December 1955 regarding the proposed Permanent Exhibition at Hamburg. I am having the matter looked into and will write to you further in due course.

Yours sincerely,

D.P. Karmarkar
(D.P. Karmarkar)

Dr. N. Ganpuley,
Bihar Governor's Camp,
Patna.



D.O.No.N/ 260/56.
TRADE,
MINISTER OF ~~COMMERCE~~,
INDIA.

New Delhi,
20th August, 1956.

My dear Dr.Ganpuley,

Your kind note dated the 10th August, regarding opening of a permanent Exhibition at Hamburg. I am having the matter looked into and will write to you further in due course.

Yours sincerely,

D. P. Karmarkar
(D.P.KARMAKAR).

Dr.N.G.Ganpuley,
3, Bastion Road, Fort,
Bombay 1.

Some Typical replies
From Bureaucratic office
machines

3, Bastion Road, Fort
Bombay.1
5th September 58

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Shri Lal Bahadur Shastri
Minister of Commerce and Industries
New Delhi

Dear Shri Shastri,

I read a few days back in the Times of India, that to help the present Export Drive, the Handicraft Board is planning to open centres in various cities of West Germany. I read in the same paper dated 1st September about the announcement by a responsible official of the Ministry of Commerce, that State trading Corporation is going to establish an export promotion council for Handloom products in West Germany with head quarters in Hamburg, in order not to miss, it is said, the golden opportunity of trading with Germany.

A few days back when I attended the meeting called by the Textile Commissioner in Bombay for the promotion of textile trade with West Germany, I learnt that Textile Promotion Council is also contemplating to open an office in Hamburg. Likewise I heard of some other Government institutions wanting to open their offices in Germany.

I am in European business for the last 15 years and have spent most of my time in Germany. As I had both theoretical and practical knowledge of Trade with some of the Continental countries I approached the then Commerce Minister Shri Karnadkar with some practical suggestions of developing trade with Germany. When I came to India in 1953, I toured the country in pursuance of this and met various Ministers at various centres including Shri Maheshi Prasad at Patna, to whom I gave definite proposals about the sale of Mica and bhallas after studying the conditions of that trade in Bihar. I even held an exhibition of Bihar Handicrafts in India stores in Zurich at our cost. This was to be opened by Shri Karnadkar when he was in Geneva but was later opened by Shri Pandeyia.

Although I did not get any cooperation till I pursued the problem and in October 1954 when Shri Pannikar Director of Exhibitions came to Hamburg, arrived at a tentative arrangement, pending final sanction of the Government, to open one permanent Exhibition cum selling centre in Hamburg, with stocks of salable commodities to the tune of One million in the free port of Hamburg. I prepared a scheme in consultation with a responsible business man of Hamburg who had promised his cooperation and submitted the same to the Ministry of Commerce through Shri Pannikar.

Shri Pannikar was very optimistic about it as the scheme which he was good. As his later correspondence showed the scheme was discussed and accepted by the Commerce Ministry. A young man who was to work in the centre from Government side was also deputed to Bonn but the scheme kept hanging somewhere in Finance Ministry and never materialised. Later this proposal of mine was passed on to All India Handicraft Board by Shri Gambhir and Mrs Kamaladevi, called me to Delhi for an interview. I was there in January 1956 when the whole scheme about the sales of Handicrafts was again discussed. Handicraft Board being under the Production Ministry could not participate financially in a selling centre abroad. I was therefore asked if my friends in Hamburg would be ready to bear the showroom and office expenses. My friends agreed to spend German Marks 5000 to 10000 monthly in exchange of certain privileges offered by Handicraft Board. I communicated this to the Chairman of the Handicraft Board. Although it was decided to start working at once, it remained pending for another one year.

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When I was again called to Delhi in January 1957 to finalise the arrangements as by then both Commerce Ministry and Production Ministry had agreed upon a common action. It was then decided that All India Handi Craft Board would participate in Munich Handi craft Fair in May of that year and all the articles displayed there should be transferred to Hamburg where the same should be displayed and should remain there as an initial stock of a permanent show room to be organised by a German House Messrs Otto Bertram and Co under my direct supervision.

My trip to Germany was not going to cost the Government a single rupee as I was going there on my own. I therefore requested the Handicraft Board to send the articles meant for display at Munich to reach there by the end of April or early May to gain enough time for proper display. The last date to ship the goods would have been 9th of April by the Italian Passenger liner by which I left. In spite of my constant requests, no proper selection was made to the last moment. I left for Germany quite disappointed after all the talks and decisions taken. Then at the last moment some pretty Handicrafts were collected from the ready stocks of the Emporium. These materials made quite good show pieces but offered practically nothing for regular trade. Then couple of persons knowing nothing of the conditions in Germany were also sent by Air to Germany. I was in Hamburg by that time. I had an office in Munich. I knew the people and the conditions there, I was to organise the exhibition but I was not asked to do that. I only received a cable at Hamburg asking me to see the exhibition if I liked, at my own cost.

I heard nothing from Handicraft Board for some time and did not know what happened to the exhibits of Munich which were to be sent to Hamburg for display and permanent show. Then all of a sudden I was again called by Shri L. S. Jain to meet him at Bonn where he was to come as a member of the Trade Delegation. In spite of all the disappointments and insult, I went to Bonn to meet Mr. Jain. We had a very friendly talk. We discussed and argued at length and Mr. Jain again decided that I should organise the sales of Handicrafts in Germany. I was asked to be a member of the Indian Cooperative Union to which I agreed at the request of Mr. Jain. It was then decided that I should come to India and make selection of articles for coming exhibitions and for show room in Hamburg.

Accordingly I returned back to India in December at my own expense, went to Delhi in February when I was called but for some reason my help was not found necessary any more. I was told that Indian cooperative union is going to be changed into Export Corporation with one crore capital and I should come and meet the would be General Manager.

It may be said here that I was at no time looking for a job with Handicrafts or wanted to make money selling Handicrafts as I have my own business and resources. The House of Messrs Bertram and Hamburg who agreed to organise the sales of Handicrafts is a concern that has about 120 officers and clerks on its staff today and Mr. Bertram is President or Vice President of about 30 official and semi official trade organisations in Germany. I only wanted to give the benefit of 35 years of experience of trade in Germany and the experience that I had gained by opening India Stores for Indian Handicrafts in Zurich Switzerland since 1950.

As regards Handloom promotion, I approached the Handloom Board in Bombay to enquire if they would cooperate with me in organising the sales of the products in Germany. I told them that I have taken a stand in the North German Exhibition that will open its gates on the 13th of September for the 60th time in Hamburg.

In this exhibition Textiles, House furnishing materials of every kind, clothing and handicrafts are exhibited by manufacturers of Germany and some other countries and quite a substantial business is transacted with Holland, Denmark, Norway, Sweden Finland etc. I wanted nothing else but that the Board should keep at my disposal samples of such Handloom products which I thought would find ready market, with prices and other details. It would have cost the Board nothing except the trouble of taking out those samples, pricing them and sending them by Airfreight to Hamburg. I wanted to display the material in the exhibition and pass on to them the enquiries orders and any information I could gather about the prospects of selling Handloom products in North European countries.

Anyone else would have jumped at the offer of getting publicity and even order and enquiries without any cost. But the curt reply from Handloom Board to my proposal was that the Board cannot entertain my offer from a private enterprise.

Handloom Board is not the solitary example of this Board versus private enterprise attitude. I experienced the same from other Boards and promotion councils set up for the purpose of expanding trade. If the Boards or Promotion council are set up to help private enterprise, I cannot understand how the Board can antagonise the private enterprise. I fail to understand the logic of export drive to earn foreign exchange to make up for the deficit and each promotion Council or Board wanting to set up costly offices or selling centres in Germany or other foreign countries, manned with unexperienced men as far those countries are concerned, and without any idea about the possibilities and extent of trade in the articles that such councils and boards are going to offer, refusing to accept the offer of one who wants to give the benefit of his long experience and connections in that country where such offices and centres are to be opened.

As regards textiles let it be said that we do not produce what Germany wants, the supply position of a few Handloom and Handicrafts is doubtful and what little these organisations can sell do not at all justify opening of own selling centres and offices. I wonder if in spite of present foreign exchange stringency such luxury to open offices to know that we cannot sell anything or to sell utmost a lac or two worth of goods of one sort or a few lacs worth of other.

It is no complaint against any person or persons but a critic on the way things are managed by those in authority at a time when the country is in need of foreign exchange. I am writing this because I feel that I shall not be doing my duty if I do not bring these facts to the knowledge of proper authorities and now it is upto you to decide.

As regards myself, you may enquire of Shri D.P. Karmarkar Shri T. Swaminathan, Minister with High Commissioner in London or Shri R. Sivakumar, former Governor of Madras.

I shall be obliged for an acknowledgement. Thanking you

Very sincerely yours

Copy to :
Shri K.B. Lal
Director General Foreign Trade
New Delhi

when I was again called to Delhi in January 1957 to finalise the arrangements as by then both Commerce Ministry and Production Ministry had agreed upon a common action. It was then decided that All India Handi Craft Board would participate in Munich Handi craft Fair in May of that year and all the articles displayed there should be transferred to Hamburg where the same should be displayed and should remain there as an initial stock of a permanent show room to be organised by a German House Messrs Otto Bertram and to under my direct supervision.

My trip to Germany was not going to cost the Government a single rupee as I was going there on my own. I therefore requested the Handicraft Board to send the articles meant for display at Munich to reach there by the end of April or early May to gain enough time for proper display. The last date to ship the goods would have been 9th of April by the Italian Passenger liner by which I left. In spite of my constant requests, no proper selection was made to the last moment. I left for Germany quite disappointed after all the talks and decisions taken. Then at the last moment some pretty Handicrafts were collected from the ready stocks of the Emporium. These materials made quite good show pieces but offered practically nothing for regular trade. Then couple of persons knowing nothing of the conditions in Germany were also sent by Air to Germany. I was in Hamburg by that time. I had an office in Munich I knew the people and the conditions there, I was to organise the exhibition but I was not asked to do that. I only received a cable at Hamburg asking me to see the exhibition if I liked, at my own cost.

I heard nothing from Handicraft Board for some time and did not know what happened to the exhibits of Munich which were to be sent to Hamburg for display and permanent show. Then all of a sudden I was again called by Shri L.C. Jain to meet him at Bonn where he was to come as a member of the Trade delegation. In spite of all the disappointments and insults, I went to Bonn to meet Mr. Jain. We had a very friendly talk. We discussed and argued at length and Mr. Jain again decided that I should organise the sales of Handicrafts in Germany. I was asked to be a member of the Indian Cooperative Union to which I agreed at the request of Mr. Jain. It was then decided that I should come to India and make selection of articles for coming exhibitions and for show room in Hamburg.

Accordingly I returned back to India in December at my own expense, went to Delhi in February when I was called but for some reason my help was not found necessary any more. I was told that Indian cooperative union is going to be changed into Export Corporation with one crore Capital and I should come and meet the would be general Manager.

It may be said here that I was at no time looking for a job with Handicrafts or wanted to make money selling Handicrafts as I have my own business and resources. The House of Messrs Bertram and Co Hamburg who agreed to organise the sales of Handicrafts is a concern that has about 120 officers and clerks on its staff today and Mr. Bertram is President or Vice President of about 30 Official and semi official Trade Organisations in Germany. I only wanted to give the benefit of 35 years of experience of trade in Germany and the experience that I had gained by opening India Stores for Indian Handicrafts in Zurich Switzerland since 1950.

As regards Handloom promotion, I approached the Handloom Board in Bombay to enquire if they would cooperate with me in organising the sales of the products in Germany. I told them that I have taken a stand in the North German Exhibition that will open its gates on the 13th of September for the 60th time in Hamburg.



सत्यमेव जयते

12

5074-CIM/58
C.P. Srivastava IAS.,
GOVERNMENT OF INDIA.

P.S. to MINISTER, COMMERCE & INDUSTRY,
NEW DELHI.

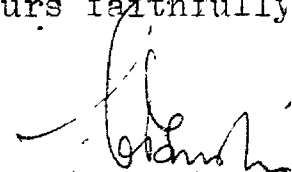
Dated: 12 September, 1958

Shri N.G. Ganpuley,
3, Bastion Road,
Bombay 1.

Dear Sir,

I am desired by Shri Lal Bahadur
Shastri, Minister for Commerce and Industry
to acknowledge the receipt of your letter
dated the 5th September, 1958

Yours faithfully


(C.P. Srivastava)

'TSV'

13 4

Shri Lal Bahadur Shastri
Minister of Commerce and Industry
New Delhi

Dear Shri Shastri,

I read a few days back in the Times of India, that to help the present Export Drive, the Handicraft Board is planning to open centres in various cities of West Germany. I read in the same paper dated 1st September about the announcement by a responsible official of the Ministry of Commerce that State trading Corporation is going to establish an export promotion council for Handloom products in West Germany with head quarters in Hamburg, in order not to miss, it is said, the golden opportunity of trading with Germany.

A few days back when I attended the meeting called by the Textile Commissioner in Bombay for the promotion of textile trade with West Germany, I learnt that Textile Promotion Council is also contemplating to open an office in Hamburg. Likewise I heard of some other Government institutions wanting to open their offices in Germany.

I am in European business for the last 35 years and have spent most of my time in Germany. As I had both theoretical and practical knowledge of Trade with some of the Continental countries I approached the then Commerce Minister Shri Karmarkar with some practical suggestions of developing trade with Germany. When I came to India in 1952, I toured the country in pursuance of this and met Industries Ministers at various centres including Shri Maheshi Prasad at Patna, to whom I gave definite proposals about the sale of Mica and hollac after studying the conditions of that trade in Bihar. I even held an exhibition of Bihar Handicrafts in India Stores in Zurich at our cost. This was to be opened by Shri Karmarkar when he was in Geneva but was later opened by Shri Gandevia.

Although I did not get any cooperation still I pursued the problem and in October 1954 when Shri Pannikar Director of Exhibitions came to Hamburg, arrived at a tentative arrangement, pending final sanction of the Government, to open one permanent Exhibition cum selling centre in Hamburg, with stocks of salable commodities to the tune of One million in the free Port of Hamburg. I prepared a scheme in consultation with a responsible businessman of Hamburg who had promised his cooperation and submitted the same to the Ministry of Commerce through Shri Pannikar.

Shri Pannikar was very optimistic about it as the scheme was good. As his later correspondence showed the scheme was discussed and accepted by the Commerce Ministry. A young man who was to work in the centre from Government side was also deputed to Bonn but the scheme kept hanging somewhere in Finance Ministry and never materialised.

Later this proposal of mine was passed on to All India Handicraft Board by Shri Nambiar and Mrs Kamaladevi called me to Delhi for an interview. I was there in January 1956 when the whole scheme about the sales of Handicrafts was again discussed. Handicraft Board being under the Production Ministry could not participate financially in a selling centre abroad. I was therefore asked if my friends in Hamburg would be ready to bear the showroom and office expenses. My friends agreed to spend German Marks 5000 to 6000 monthly in exchange of certain privileges offered by Handicraft Board. I communicated this to the Chairman of the Handicraft Board. Although it was decided to start working at once, it remained pending for another one year.



GOVERNMENT OF INDIA
MINISTRY OF COMMERCE & INDUSTRY

34
K.T. SATARAWALA, I.A.S.,
Joint Secretary.

No. 19(49)/58-H.S.(1)

Dated, New Delhi, the 25th October, 1958

to Shri Ganpuley,

Kindly refer to your letter No. nil dated 5th September 1958, addressed to the Minister for Commerce & Industry on the subject, inter alia, of displaying our handicrafts in a permanent showroom at Hamburg. We have noted your suggestions with interest.

As you may be aware, the Indian Handicrafts Development Corporation (Private) Limited has been set up recently to look after the export problems in handicrafts. This Corporation is seized of the matter regarding opening of a showroom at Frankfurt in West Germany and certain steps have been taken in this direction.

We have made the Corporation aware of your years of experience in Germany and of your keenness to make available the benefits of this for trade with Germany.

Thanking you,

Yours Sincerely,

K.T. Satarawala
25/10/58

(K.T. Satarawala)

Shri N.G. Ganpuley,
3 Bastion Road,
Fort, Bombay - 1.

25
5 Bastion Road Fort
Bombay.1
30 October 58

Shri K.T.Satarawala

The Ministry of Commerce and Industry
New Delhi

Ref No.19(49)/55 HS (I)

Dear Shri Satarawala,

I thank you for your kind favour dated 25th October in connection with the display of Handicrafts in Germany with a view to create demand for our products.

I was informed by Shri L.C. Jain the Secretary All India Handicraft Board that a Development Corporation is being set up for that purpose and the Director in charge will invite applications from those Indian and German firms who will be interested in handling these products. I should then take a chance and see if my terms and proposals suit and fit in the views of the Director of the Corporation.

My approach to this problem was impersonal. I can only state that my information and experience in that line is greater than any of those who will be entrusted with the fitting of show room cum selling centre either at Frankfurt or Hamburg. I wanted to give the benefit of the same with a view to save the wastage on experimenting with unexperienced hands. However, it appears that those in charge do not think it necessary to avail themselves of this. Although I should like to be out of this still I feel that I shall be failing to do my duty if I were not to bring to the notice of the ministry concerned.

I thank you for having made the Corporation aware about me and I shall not wonder if I do not hear from them at all.

Enclosed please find a copy of my letter to Coir Board. This is on the strength of the market reports I received from Germany regarding trade in this article to which I wanted to draw timely attention of the board.

Thanking you

Sincerely yours

Encl copy of letter
to Coir Board

16
5, Eastion Road, Fort
Bombay.1
3rd December 58

Shri P.J. Menon
Under Secretary
Ministry of Commerce and Industry
New Delhi

Your Ref No. DO No 19(495/55 HSCI)
dated 6th Nove 58
in reply to mine dated 30th Oct

Dear Shri Menon,

I am in due receipt of your above letter confirming mine addressed to Shri Satarawala and informing me at the same time that you will be asking the Director of Handicraft Development Corporation to consult me while considering the question of sales Organisation in West Germany. I am sorry to see the apathy of those responsible not to consult someone who knows the trade. It is alright so long the Ministry of Commerce is satisfied with the procedure things of that type are organised.

Sometimes back I brought to your notice the evils of speculation in Coir Trade. Let us not think that we have no competitors in that very article apart from the Aloe fibre which is slowly entering the Continental markets as a substitute. You have only informed me of having received my letter but I do not know what steps have been taken to stop the speculative rise in price, which is detrimental to steady growth of export.

Today I am again approaching you on the strength of the reports that I received from my office in Hamburg that many consumers of Manioc or Tapioca Meal are purchasing Belgian Congo Tapioca Flour in preference to ours because we do not maintain an even standard of quality. Those responsible for this are the speculators in the Bombay market and not the merchants or producers on the spot that is Kerala.

Immediately the season sets in after monsoon, these Bombay firms start monopolising and the prices begin to shoot up for no rhyme or reason. Then it so happens that if there are early contracts at the rate of £ 20.-- per ton, the speculators boost up the prices, which is today £ 25.--. If those who have contracted to sell to foreign markets at £ 20.-- cannot cover their requirements in time are hardpressed because of this rise, and go over to supply of inferior qualities to those contracted for or back out from their contracts.

If no timely action is taken to check this and thereby to establish ourselves in those markets, we shall be soon ousted in favour of Belgian Congo and Indonesia when she is free from internal troubles.

It is unfortunate that my various suggestions in this direction do not seem to fall on the ears of the officials who could take proper action. I am writing to you because I do not know the proper authority to whom I can write. I shall feel obliged if you will kindly direct this letter to the proper person in your Ministry who will attend to it.

Thanking you.

Sincerely yours



सत्यमेव जयते

P.J. Menon
Under Secretary

197
D.O. No. 19(493) 55-H S(1)
GOVERNMENT OF INDIA

MINISTRY OF COMMERCE AND INDUSTRY

Dated New Delh the 4th November 1958.

Dear Shri Ganpuley,

I write to acknowledge the receipt of your d.o. letter dated the 30th October 1958 addressed to Shri Catarawala relating to the arrangements for the marketing of handicrafts in Germany.

We are informing the Managing Director of the Corporation of your offer to assist in the organisation of the showroom cum selling centre in Germany.

We have forwarded your letter about the promotion of export of coir products to Germany to the ~~Coir~~ section in this Ministry who will, no doubt, address you in the matter further.

Never done

Yours sincerely,

P. J. Menon
8/11/58
(P.J. Menon)

Shri G. Ganpuley,
No. 3, Bastion Road,
Fort,
Bombay - 1.



11 7772 2714

18
D.O. No. 19(49)/58-H.S.(1)
GOVERNMENT OF INDIA
MINISTRY OF COMMERCE AND INDUSTRY.

Dated New Delhi, May 14, 1959.

Dear Shri Ganpuley,

I am desired to refer to your letter dated 13th March, 1959 addressed to Shri Lal Bahadur Shastri, Minister of Commerce and Industry and to say that the Managing Director, Indian Handicrafts Development Corporation (P) Ltd., 152, Golf Links, New Delhi, who has been addressed in regard to export of handicrafts will, no doubt, suitably reply to you in the matter. It is suggested that you may approach him direct in the matter.

2. As regards Coir products, I am to say that your letter in this connection has been passed on to Shri T.S. Seshukutty, Under Secretary in this Ministry, the Officer concerned, for necessary action. Further correspondence in this connection may please be addressed to that Officer.

Yours faithfully,

R.R. Aggarwal
(R.R. Aggarwal) 14/5

Shri N.G. Ganpuley,
3 Bastion Road,
Fort, Bombay-1.

No.19(49)/58-H.S.(1)
GOVERNMENT OF INDIA
MINISTRY OF COMMERCE & INDUSTRY

New Delhi, May ¹⁶13,

To

19
Shri S.A. Teekchandani,
Managing Director,
Indian Handicrafts Development
Corporation (P) Ltd.,
152, Golf Links,
New Delhi.

Subject:- Export Promotion - Reference from
Shri N.G. Ganpuley, Bombay.

Sir,

In continuation of this Ministry's letter
~~of this~~ No.19(49)/58-H.S.(1) dated 9th March, 1959,
I am directed to forward herewith copies of letters
dated 2nd and 13th March, 1959 received from
Shri N.G. Ganpuley, Bombay, which are self-explana-
tory. It is requested that a suitable reply may
please be sent to Shri Ganpuley urgently under
intimation to this Ministry.

Yours faithfully,

(R.R. Aggarwal)
Under Secretary to the Govt. of India.

No.19(49)/58-H.S.(1), New Delhi, May 13, 1959.

Copy forwarded for information to Shri N.G.
Ganpuley, 3 Bastion Road, Fort, Bombay-1, with
reference to his letter dated 13.3.59 addressed to
Minister of Commerce & Industry. The subject matter
of his letter in regard to Handicrafts concerns in
the first instance the Indian Handicrafts Develop-
ment Corporation.

The attention of the Small Scale Industries(B)
Branch of this Ministry has been drawn to his
observations about Coir.

(R.R. Aggarwal)
Under Secretary to the Govt. of India.

In this Exhibition Textiles, House furnishing materials of every kind, clothing and handicrafts are exhibited by manufacturers of Germany and some other countries and quite a substantial business is transacted with Holland, Denmark, Norway, Sweden Finland etc. I wanted nothing else but that the Board should keep at my disposal samples of such Handloom products which I thought would find ready market, with prices and other details. It would have cost the Board nothing except the trouble of taking out those samples, pricing them and sending them by Airfreight to Hamburg. I wanted to display the material in the exhibition and pass on to them the enquiries orders and any information I could gather about the prospects of selling Handloom products in North European countries.

Anyone else would have jumped at the offer of getting publicity and an order and enquiries without any cost. But the curt reply from Handloom Board to my proposal was that the Board cannot entertain my offer from a private enterprise.

Handloom Board is not the solitary example of this Board versus private enterprise attitude. I experienced the same from other Boards and promotion councils set up for the purpose of expanding trade. If the Board or Promotion council are set up to help private enterprise, I cannot understand how the Board can antagonise the private enterprise. I fail to understand the logic of export drive to earn foreign exchange to make up for the deficit and each promotion Council or Board wanting to set up costly offices or selling centres in Germany or other foreign countries, manned with unexperienced men as far those countries are concerned, and without any idea about the possibilities and extent of trade in the articles that such council and board are going to offer, refusing to accept the offer of one who wants to give the benefit of his long experience and connections in that country where such offices and centres are to be opened.

As regards textiles let it be said that we do not produce what Germany wants, the supply position of a few Handloom and Handicraft articles is doubtful and what little these organisations can sell do not at all justify opening of own selling centres and offices. I wonder in spite of present foreign exchange stringency such luxury to open offices to know that we cannot sell anything or to sell utmost a lac or two worth of goods of one sort or a few lacs worth of other.

It is no complaint against any person or persons but a critic on the way things are managed by those in authority at a time when the country is in need of foreign exchange. I am writing this because I feel that I shall not be doing my duty if I do not bring these facts to the knowledge of proper authorities and now it is upto you to decide.

As regards myself, you may enquire of Shri D.P. Karmarkar Shri T. Swaminathan, Minister with High Commissioner in London or Shri R.B. Iwakar.

I shall be obliged for an acknowledgement. Thanking you

Very sincerely yours

Copy to :
Shri K.B. Lal
Director General Foreign
New Delhi



EMBASSY OF INDIA:

262, KOBLENZER STRASSE
BONN: v
Tel. 21931, 21932, 21933 v

BY POST.

COM-1-6-5/59

8th July 1959

My dear Mr. Ganpuley,

Many thanks for your letter dated
29th June 1959.

I conveyed your message to Mr. Swaminathan and I trust that it was possible for you to meet him during his recent visit to Hamburg. I am going to Hamburg to attend a meeting there on the 10th, and shall be glad to meet you.

With kind regards,

Yours sincerely,

S. P. Chabiani
(S.P. Chabiani)

Mr. N. G. Ganpuley,
Messrs. Ganpuley & Co.
Hamburg 36
Alster Ufer 10



STRICTLY PERSONAL

22

EMBASSY OF INDIA

262, KOBLENZER STRASSE
BONN
Tel. 21931, 21932, 21933

No. -COM-9-2/59-F

4th November 1959

My dear Mr. Ganpuley,

Many thanks for your kind letter dated 14th October 1959. I am sorry I could not write to you earlier due to my pre-occupations with the Indian Trade Delegation.

The many suggestions which you have been good enough to make are extremely valuable; and they doubtless merit the closest examination. I am, therefore, taking the liberty to send your note to Delhi.

You would have seen already in the German papers a full report on the activities of the Indian Trade Delegation.

The two sides agreed to a protocol and exchanged a set of letters. A few doors have been opened. Others still remain locked; and we have to work out a practical plan of action. We therefore need all the help and advice from friends like you.

In consultation with Mr. Swaminathan I am sending you the enclosed set of papers. Will you be good enough to analyse each point; and give us the benefit of your advice, item by item, as to how we may proceed and what steps we may take at this end — as well as in India — to secure a firm foothold in this market.

Hoping to hear from you,

With kind regards,

Yours sincerely,

S. P. Chablan

(S.P. Chablani)

Enc:

Mr. N. Ganpuley,
Messrs. I. Mayer & Co.
Import-Export,
Hamburg-Wandsbek,
Königstrasse 3



No. T.40/59

2

EMBASSY-OF INDIA

262, KOBLENZER STRASSE
BONN
Tel. 21931, 21932, 21933

17th November 1959

My dear Mr. Ganpuley,

I have to thank you for your esteemed letters dated 9th and 10th November. I should have written to you immediately; but I was away to Stuttgart.

We are, no doubt, engaged in doing what may be called 'spade work'; and there is no doubt the danger of some effort being in vain; but this is inevitable when one treads not along the beaten path, but clears the jungle and cuts the rock. Nevertheless, the task is worth doing; and I shall be grateful if you would make us as many suggestions as your time permits.

The Commission is an official forum and will consist of the representatives of the two Governments.

With kind regards,

Yours sincerely,

S. P. Chabani

(S.P. Chablani)

Mr. N. Ganpuley,
Messrs. I. Mayer & Co.
Import-Export,
Hamburg-Wandsbeck,
Königstrasse 3



24
No. Com. 16-28/59

EMBASSY OF INDIA
KOBLENZER STRASSE

931
932
933

December 22, 1959.

My dear Mr. Ganpuley,

*Re K Blah
Selegah*

This is just to acknowledge your esteemed letter of the 14th December 1959. I must say you have taken a lot of trouble in commenting on the Protocol. Please accept our thanks. Your suggestions merit close study, and we are carefully going through them. I hope there will be an early opportunity to meet you.

Dr. Süsst rang up to say that he was looking forward to seeing you in Frankfurt. He did not seem to know that you had met Dr. Riess in his absence. Perhaps you would be good enough to drop Dr. Süsst a line.

With kind regards,

*Both off Coric
from Hamburg*

Yours sincerely,

S. P. Chablani
(S. P. Chablani)

Mr. N. Ganpuley
M/s. I. Mayer & Co.
Hamburg-Wandsbek
Königstr. 3

K. T. Swaminathan I.C.S.
 Commissioner General Economic Affairs
 High Commissioners office
 India House
London

14th December 59

My dear Swaminathan,

I did not hear from you for a long time and I do not wonder about it having seen the bundle of letters which you were required to destroy last time when you were here. I wish only that my letter does not share the same fate.

You are a great man with greater worries, I am a small man whose worries are limited to a good cup of tea. I thought you will come and bring that tea with you or send it with someone or even as a gift packet by post. I need not pay any duty on one pound of gift packet and it comes much cheaper.

As desired by you I have been negotiating with the Bundesamt and have also sent to you a copy of my views in that connection. Until you liberalise those products let something positive be done helping Indian interests to settle here. Foreigners cannot build our trade even if you liberalise. Indians will have to come here and settle down if we want to promote our trade. If for that no facilities are given, all our efforts towards export promotion would fail. This is my experienced opinion.

In connection with tomorrow's meeting of the advisory Committee of India Trade Centre to discuss the protocol and its implementation, I have only to say that it is all good to tickle our vanity but not for work. As there will be hardly any time to discuss on any item of the protocol, I have tried to put down some of my views to paper, a copy of which I am sending to you for your information.

I am now preparing for my trip back to homeland to spend my days in peace in Bangalore. If therefore we do not meet in Germany any more, I hope I shall have an opportunity of meeting you at Bangalore where you are welcome to my Asnrama.

I hope yourself Mrs Swaminathan and Children are doing well. With kind regards to all

I remain
 sincerely yours

H.C.

N. GANPULEY.

26

Mr. T Swaminathan
Commission General of India
for Economic Affairs i. Europe
I N D I A H O U S E,
ALDWICH, LONDON, W.C.2

16th. November 59

My dear Swaminathan,

I was glad to get your very sympathetic letter dated 11th. inst.

I never expected a line from you as usual and was therefore the more happy, to read those lines.

Herewith I am sending to you a copy of ma letter which I addressed to Bundesamt für gewerbliche Wirtschaft in Frankfurt/ Main, in connection with Coir products. It is in german language, but as you understand it, I am sending this for your information. Kindly return same to me, after you have done with it.

I have received from Dr. Chablani the Protocol of the last meeting at Bonn. I have practically written my suggestions, which I shall send to Dr. Chablani after I hear from him. I have written to Dr. Chablani that it is no use my submitting suggestions, if the decision on the subject is to be taken by commissions appointed arbitrarily. At least one like us should have a chance of attending some discussions and put forward our experienced views, to be taken in consideration. After 5 years of sustained work for handicraft with all the suggestions, ultimately some people with but very little knowledge, were asked to do things for them on the continent.

I have no grudge against those people but I am only sorry for the procedure.

I have not as yet decided the time of my coming to London, but if I do, I shall let you know in good time.

With kind regards also to Mrs. Swaminathan and love to the children,

Sincerely yours

Enclosed



T.40/60

EMBASSY OF INDIA

262, KOBLENZER STRASSE
BONN
Tel. 21931, 21932, 21933

12th January 1960

My dear Mr. Ganpuley,

I thank you for your letters dated 28th December 1959 and 4th January 1960.

Again let me say that your suggestions are most valuable I have been up to my ears, and have not had the time to write down in detail, my reactions; but I shall do my best to give you my comments.

I trust it will be possible for us to meet before you leave for India; but if this does not happen, please rest assured that you carry with you our best thoughts; and, in any event, if all goes well, we shall meet before the advent of summer in India.

I am sending you a letter for the Chairman, Coffee Board and for my colleague, Mr. A.J. Kidwai, Deputy Secretary, dealing with plantations at the Ministry of Commerce & Industry, New Delhi.

Do also please meet Messrs. M.G. Mathur and K.B. Lall in Delhi. I shall be glad to write to them about the time of your visit if you would let me know the dates.

With all good wishes for the New Year, and kind regards.

Yours sincerely,

S.P. Chablani

(S.P. Chablani)

Encs:

Mr. N. Ganpuley,
Messrs. I. Mayer & Co.,
Hamburg-Wandsbek
Königstrasse 3

28
2.2t Bombay 1

3 Bastion Road Fort

5 Maerz 60

My dear Swaminathan,

As I had already intimated to you I left Hamburg on the 24th of January and after meeting Mr. Nambiar at Zuerich where we were together for about three days, I arrived here on the 13th of February. I intend staying in Bombay till the end of this month after which I shall go to Bangalore to be in company of Shri Diwakar. Like me Diwakar is also an uneasy soul constantly moving from place to place as honoured guest of one hundred and one functions. Even then the little time that ^{we} could get together is also always so consoling.

I thought I would stay along here in Bangalore in future and lead a puritan life of an Ashramite, but my restive mind is already planning a fly back to Hamburg to be again in the midst of hectic active life which we call civilised.

I have been reading in papers of your being in Bonn to discuss the protocol of which you had kindly sent to me a copy. I wonder what you have been able to achieve. von Brentano's visit, Krupps Press interview after his return, Basf and Hoechst Collaboration show that there is different political wind blowing but even then, I doubt if any substantial progress has been made as regards the imports of Indian raw or finished products. To my mind Loans are not the right approach towards recovery if we want to be honest about it. It is just like Pathans Loans to the Bombay Mill labourer, who then only works for the interest that he is required to pay. The correct thing is exchange of goods and if any nation wants to do us a good turn, it can only do by exchanging their highly developed products against ours. Naturally you know better about it and hope that you have been successful to some extent.

Recently I heard of a project of supply of 1 Million ton of Manganese Ore against construction of a new port on the west coast of India. That is something which will help us without tying us down to loans.

I have allowed myself to send to you a copy of my book Netaji in Germany, which you will receive from my office in Hamburg. Please write to me when you have received it.

I do not know when exactly I shall be returning to Hamburg, but as soon as I decide or arrive there I shall write to you.

I hope yourself Mrs Swaminathan and Children are all keeping well. Please remember me to all with kindest regards

Sincerely yours

T.Swaminathan

29

Cabinet Secretary,
Rashtrapati Bhavan,
New Delhi-4

23 April, 1971.

My dear Ganpuley,

Thank you for your letter of 8 April, 1971 which has reached me, strangely enough, only on 20 April, 1971.

You are quite right. My silence does not mean that we have either forgotten you or would not wish to be in touch with you. It is only that my preoccupations and the official calls on my time are so heavy that I am very badly in arrears with my correspondence. On 1 December, 1970, I took over as Cabinet Secretary, which as you know, is a senior-most civil service post in the country. In this post, besides being Secretary to the Cabinet and its various Committees, I am Chairman of a number of corresponding Committees of Secretaries e.g. Committee of Secretaries for Economic Affairs, for Internal Affairs, for Foreign Affairs, for Public Sector undertakings, for Shipping & Tourism etc. In my capacity as Chairman, I have to co-ordinate the activities of all the various Ministries and see that public work is done expeditiously and imaginatively. The Prime Minister has also asked me to co-ordinate all the work under the Fourth Five Year Plan, so that the implementation of Plan projects is smooth and resources which cannot be utilised for some project during the year, are diverted to other projects. On top of all this have come the recent events in East Bengal. There is a large influx of refugees. I have to co-ordinate the work of refugees' relief also. I am also the head of the Civil Services and have to put up all cases of appointments to the Appointments Committee of Cabinet. So you can see that the 24 hours in a day are just not sufficient for my purposes.

I am glad to know that you have donated your land and converted the Health and Education Society

into a Trust with Satya Sai Baba. This is certainly a good work for the benefit of the people of the country.

I have not been out of New Delhi since about the November. I have not been in Bangalore since about July of last year. You may be sure that if and when I go to Bangalore, I shall certainly contact you on the telephone. If I stay long enough, I will certainly try and go and see you.

My wife joins me in wishing you good health and all the best of good luck.

With very kind regards,

I am
Yours sincerely,

Phanish
(T. Swaminathan)

Shri N. Ganpuley,
"Fairlands"
Whitefield
Bangalore

Written 26/8/71

R.D. Sathe
Joint Secretary (ED-I)

Ministry of External Affairs
New Delhi

30

September 3, 1971

My dear Ganpuley,

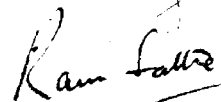
Thank you for your letter of 26th August. It was good to hear from you and to know that you are in good health and continuing to do your social work. I am sorry to know that Mrs. Myer is having trouble about getting a visa to come to India. By and large Government have not been very happy with the activities in India of missionaries and social workers. However, Mrs. Myer would certainly be in a different category and I should imagine that if the Mysore Government wrote in strongly about her work, the Home Ministry would be bound to authorise a visa for her return to India. I should be glad to do whatever I can if you will let me have all the details.

2. I have tried to trace Phadke's whereabouts. Unfortunately, I have had no success. I believe he has gone back to the Bombay cadre.

3. I am leaving on 5th September for Colombo for a week's visit. This is in connection with the Foreign Minister's visit to Ceylon. I also accompanied the Foreign Minister to Indonesia. While these trips are interesting in themselves and do provide a break from the monotony of work in Delhi, the trouble is that it leads to piling up of work and this in turn means that one has to keep rather long hours. On my return journey from Colombo I shall be passing through Madras and would have liked to come to Bangalore. Unfortunately I have been told that I must return straightway from Colombo. Perhaps later on in the year I might pay a visit to Bangalore.

With kind regards from us all,

Yours sincerely,



(R.D. Sathe)

Shri N. Ganpuley,
Fairlands,
Whitefield.

R.D. Sathe,
Joint Secretary (ED-I)



31

विदेश मंत्रालय, नई दिल्ली-११
MINISTRY OF EXTERNAL AFFAIRS
NEW DELHI-11

January 28, 1972

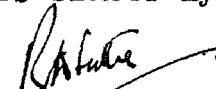
Gaupule Saheb,

Many thanks for our New Year greeting
. Though somewhat late in the year, my wife and
nd you our most cordial good wishes for the
ining part of the year.

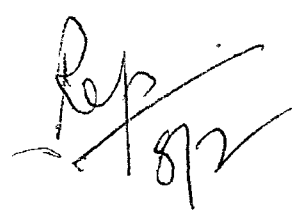
When are you likely to come to Delhi? Do it
, as I am likely to leave Delhi in the very near
re.

With kind regards,

Yours sincerely,


(R.D. Sathe)

N. Gaupule,
lands,
efield,
lore.


Rep

32
My dear Swaminathan,

Fairlands Whitefield
10th July 74

Please do not get surprised or shocked to this letter fallen at your feet from nowhere. It is too much for our this wordly estimation for a small ^{man} like me with a small mouth trying to gulp a big morcel which might choke me but still I am doing that with full faith in Destiny that will save me.

I am closely following your rise not out of inquisitive ness but out of pure pleasure to see a good man rise. In these changed times I see that good men have no place even to breathe good thoughts. I managed to get your address when you were Cabinet Secretary, then to know that you were member of World Bank and your present position all of which you deserved as a result of your honest and hard work. I wish there many more like you which would have saved my country from the ruin towards which we are fast approaching.

Excuse me if I am butting in. I have no interest in spoiling your day with this letter. I thought as of old that you may like to know from me but if not forget about it that you have ever heard from me.

Used as I am I do not also think that you will have any time to write to me which means for you waste of valuable time and ask your clerk to acknowledge the letter and that is enough. Needless to say that you have very important work to do as the Election Commissioner and more so in the days of our great world Democracy like of which there is none and there will be none hereafter. Only the opinions differ.

As regards me you know that since 1944 at the behest of few friends like Shri R-R. Diwakar and the late Dr Zakir Hussein that I came to India leaving quite a good and prospecting business. I came with an intention to serve my country without any personal interest. And my life since then is one continuous service completely lost in the present day turmoil of fighting humanity for self assertion at any price. Less said about it the better. It is an open book and any one that has eyes, ears and conscience can go through its pages.

I think that after trying many things that would help the society and also the Mysore state like the Fertiliser Project with American collaboration or the Karwar Port project with the help of Hochtief and Krupp, I reverted my activities towards the poor of this place. Built on my Grounds a charitable Dispensary and after running it for 3 Years I have donated 7 1/2 acres of land with Dispensary etc to Shri Satya Sai Baba of this place to build upon it an Hospital with 30 beds.

Then 2 years back I have donated the rest of the land including my house and all my movable assets to Karnatak Health Institute Chhatraprabha. Their representatives are in charge of it and would build on the land small scale Industries as an auxiliary for a printing industry in Bagalore

In this way I am now free of all my possessions that had bound me down to this world. However I have not become a sanyasi with Ochre Robes but am yet the same old man actively interested in work. Excuse me for the rigmarol but some time I have to do it, and that is enough to pollute your ears.

I hope yourself and Mrs Sundari, excuse me for calling her by this name and all your children, who were children for me while in Lucknow but now surely important men are all doing well

Have you given up your plan of building a house in Bangalore and settling here ?

I shall be glad to have a few lines from you for old days sake or even a few lines from your clerk anying that you are all well.

Please note that I have no intention of any kind in pouncing upon you. I do not want any favour noe do I want to show off that I know a ~~person~~ like you. I am only doing this as my duty towards a friend. There is a great difference between a friend and an aquatance and as I think that you are much more than an aquatance I am writing this to you

With best wishes and regards to all
sincerely yours

H. Ganpaley

34

Pal...
1st September '44

Dear Shri Swaminathan,

Excuse me if I intrude upon your free time after the great battle of election which the Congress has won and brought those who were to be there on their seats. Having once announced ourselves as great Democrats we have to play this game. It was a settled fact that when Mrs Gandhi had decided in favour of Shri Anemad as President and Shri Jatti as Vice President, I do not know how anyone else was going to come. Russia and all the East European nations are democrats, even Hitler allowed himself this joke of being elected, only unfortunately 90% voted for him. You are an educated man and know all this but as an officer you are expected to do all that.

As I happen to know you as a good old friend who is not the type of a new rich but has successfully gone up the ladder yourself with hard work, I am sure the present position too has not gone into your head and made you forget those small fries of the past. I know you do not reply letters but as you have a staff you can as well dictate a few lines as you are used to huge reports and correspondence. I know all my attempts so far have remained unsuccessful, still I believe that there is nothing like trying. Some day an awakening will come and you will remember your one time friend. Still I hold you in great respect as one of the very few ICS officers who helped the Government after after freedom as almost no one had any administrative experience and the ministers were more busy keeping in good books with their voter-s than look into the day to day work.

I have written to you that I have become a veritable manyasi after having donating everything I possessed. However I am not living on charity and I am constantly busy. At present I have started writing my reminiscences of which I have tremendous and variegated stock. Just now I have come to the stage of my having returned to India in 1947 although I had great scope of building anew in Germany. But in spite of that I decided to come to India to work for my people, when Shri Vellodi came to Hannover to ask about it. I had to return a very poor man having lost all my business and connections in Germany and everything that I possessed. But on coming back my disillusion was very great. Those friends for whom I had built a business before war and who in the course became rich ^{in war} began to look down upon me. They would not even acknowledge my share of the business I had left and I was forced to apply for work and my first way was towards U.P.

Now I only want to know how Shri Malviya or you at that time the deciding factor accepted me, an unknown man without any introduction and credentials. This is a very important thing for me. Of course you did not make a bad choice which I can prove. Even though I had been constantly hopping about I had still with me quite convincing details as to what all I had done there in that short time and had you not been in America when Shri Anirudh Dasai came to take me away and others were not very particular about me, I would have stayed in U.P. and done much more.

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I have a good amount of details about our joint trip to Europe and what all we did. There was nothing bad that you would not like to be reminded.

In my whole life GOD's helping hand as played a pre dominant part and even my acceptance by you in Lucknow at that time was one of the kind. Still I should like to know the working of your mind then because even after my coming to Lucknow I know we became good friends and I was often a welcome guest at your house.

So for the sake of old days please reply my letter if possible early

I hope Mrs Swaminathan has developed into a great Sculptor and all your children are providing a solace to the parents.

With best wishes and kind regards also to Mrs Swaminathan
sincerely yours

H. Gannanur

My dear Swaminathan,

9th Sept 74

After years of patient waiting I received your long and exhaustive letter as if in revenge for my obstinate demand to hear from you. It was good that you dictated that letter or otherwise you could have never been able to send to me such a compact and digested thesis about your doings all these years. I was trying to keep myself on track about you but your movements with so many variations were very elusive for me whose movements were very much restricted after my last return from Germany in 1967. It does not matter if there are some typing mistakes here and there to which I am very much used as I often make such mistakes, not being a typist myself, and because I write on a typewriter with German Keyboard english letters.

As I knew, when in Lucknow, as to how much engaged you were not only working for the ministry of Industry but also for Education and labour, I never expected you to be at one place and was not surprised to hear about you ^{being} in London and at other times in Brussels and so on ever changing till today. I tried my best to keep myself on the track and at the end succeeded. I could even then quite understand that you were needed everywhere, as not only in those early days of freedom but even today very few of our Ministers could be called administrators and it was then as well as today but natural that they need trained and conscientious officers who really know this job of administration and would do it honestly.

Twentyfive years are gone but we have not learnt the fundamental of good administration and good rule. We glibly call ourselves democrats which we are not and are foolishly trying to pair it with socialism and make it more utopian. What is remained to our Mahatma Gandhi cap parading ministers and their blind Congressite supporters but to hold on to their positions by all sorts of promises and slogan mongering which has now stopped long filling the bellies of the masses or covering them from heat or cold or save them from the ravages of nature. I do not want to enter the field of politics. It is too great. Even ^{when} I think of only one aspect in which our so-called highly preached socialism is blundering and when is the beginning and end of all economy, it is production first and production last and all amenities in relation to production made. We are only giving profusely without producing. How can such an economy ever balance. Production is money. Money does not fall from heaven. It has to be produced by hands where we are failing. I saw with my own eyes, after the two world wars, particularly after the last devastating war what production means. Germany started exactly in the middle of 1948 after her reformation when the value of the mark was declared as DM 1.-- 0.10 not only with 0 but so much minus, whereas at about the same time we started with so much plus and today Germany is a giver land and we are unsatisfied beggars. My dear friend here administrators were needed and not so called freedom strugglers and slogan mongers.

Had it not been that you went to America when I came back alone to Lucknow perhaps things would have been different. After my return I was busy planning for U.P. Government

My subject was as to whether U.P. can feed and clothe 60 Million people and feed 40 million cattle from her own resources. I had made one master Plan for Industry and 10 other charts for separate industries beginning from Basic raw material with main and subsidiary industries. I wanted to exhibit these huge charts in the central Hall of the Secretariat as it was done once for Nylon Industry for which your friend Mr. Bingham was propagating and for which purpose he was planning a trip to Europe with Shri Malaviya about the time we left instead. We too saw in the course of our trip various Nylon factories, but it was an impossible thing to think of at that time.

At that time Mr. Spiecher came for Mr. Rochat with his offer for the time piece factory complete in working condition with all the finished and half finished products which he was offering on lock for Rs 300.000 only. It was a good bargain but it was not taken up.

Then when you were away Shri Dhrubhai Desai came from Berne where he wanted me as his Trade commissioner and called me to Delhi to meet Shri C.C. Desai and it was proposed that I should go to Berne. After my return back from Delhi, I enquired of the gentleman who was working in your place, who did not show great interest for me and as I had only a provisional six months assignment, I had no other alternative left but to decide in favour of Berne. After I went there I learnt that Mr. Vellodi had already put in there his son-in-law, quite a young man without any experience and poor Dhirubhai had to eat an humble pie. Then they asked me to go to Germany. It could not have been better to me than the German offer. But there our friend also an ordinary clerk from Mr. Ramaswami came in the way and saw to it that I was declared persona non grata, having worked with Bose ultimately we settled at my going to Prague. To me it was all the same as I knew Czechoslovakia quite well.

In this way our ways parted. I met you afterwards couple of time at Hamourg and once in Bombay when you were Textile commissioner, and once in Delhi in your house. But my remembrance about you is so very fresh. I remember both of you having come to my place in Whitefield.

I had particularly asked you that question as to what made you decide in my favour early 1948 as at that time I was at my lowest. Till 1939 I was a flourishing businessman in Germany having about 8 Agencies of first class German manufacturers and working as a buying agent for three large Indian Houses. In 1938 May I came on my usual business trip to India, had my own independent flat near Sandhurst bridge and was happy. As my business was expanding I saw the need of having my own representative firm here and therefore formed a new limited company with one colour and Chemical Merchant and another an Engineer. As Mr. Zimmer the then Trade commissioner of Germany happened to be my one time trade partner in Germany, he introduced me businessmen in transit who were looking for good agents, which helped me to get for my new firm good agencies. One of the agencies was for the famous Yesta Sewing machines who left with us half a dozen sewing machines and agreed to

send about 1000 machines on consignment basis. The second was a very famous paper party in Vienna for whom I could book orders of about 2000 tons of paper in a weeks time. The News print was then at Pounds 9.15 per ton C.I.F.

This was the time when I attended the industrial planning started for the first time by Congress of which Subhash Bose was president and Shri Jawaharlal Nehru was the president of the Planning committee. Here at this time together with Shri Ogale of Ogale Glass works who were my friends. At this time both of us worked out a complete scheme for the manufacture of cycle in India, which was accepted by Bombay Government but later implemented by Birlas in the name of Hind Cycle works which was the first cycle factory in India. In this stay of mine in Bombay I met for the second time Subhash Bose when he was ^{to become} second time Congress president. We were together with two representatives, who were leaders of the German Co-government party in India and whom I personally knew, practically for the whole night and here it was decided to start in Germany an Indo German cultural Society.

I then left for Germany loaded with business and other proposals in May 1939. Afterwards the War came in which then I worked with Metaji, did my work about which I have written in my book Metaji in Germany and then after suffering prison and other hardships when I was an internee in Hannover, Shri Vellodi came to enquire if I would like to be repatriated. Even though I was assured a better future by Industrialists in Germany who were slowly building up their industry, I told to Vellodi that having worked so far for Indias freedom, I would like to go to India first to help my people in their struggle and so I came to India in 1947 as a completely ruined man financially. All the connection which I had assiduously built in Germany and all my earnings were lost. But I thought of finding my footing in my land with my people for whom I had worked and wanted to work. But after coming to Bombay I found that I was grossly mistaken. Those friends in Bombay and at other places for whom I had built the business, and who had become very prosperous in War, began to show me cold shoulders. They had built their own business but did nothing for the business which I had started and wanted me to build up business, knowing full well that I had lost all the connections in Germany and Europe and had no resources to begin from nothing. I was not prepared for this kind of treatment from my own people. In spite of that I had started working but it was an uphill task and when I was thus thinking lifelessly downcast, at the suggestion of a friend, I approached Shri Malviya, an unknown person, without certificates without proper introduction.

Now although I was under great stress and strain. I had not lost all hopes. The long war years in Germany, the utter destruction and yet the challenging mood of German people had also inspired me into action. I had decided not to take things lying down and my approach to U.P. was my first attempt in that direction. And now when I was writing of those tragic days my sudden

jump from Bombay to Lucknow needed an explanation. It was not in the void. It connected the two important aspects in my life and my situation in Lucknow was the missing link and that is why I enquired of you as to the reason that made you accept me.

Your rise had been a successive rise. You belonged according to present day terminology to the public sector enterprise where your existence is assured whereas I belonged to private sector and I was required to struggle for my existence now or never honest be my efforts. Thus with U.P. Service I start the second period of my life. Then again with honest hard work I build up my life anew in the course of fifteen years and again come to a stage when completely satisfied with my achievements, I could say that it was time when I should go back and find rest under my roof. All these years I was sleeping under a foreign roof and therefore following the call of a few friends I returned to Whitefield in 1964. No one demanded any work from me. I had even made provisions for my daily existence. I was completely satisfied and happy without any personal desire of becoming.

Here I come to the point raised by you about frustration. As all my doings after my return here were to be devoted to public life and were not aimed at personal gains, aggrandisement, name or fame there was no place to the sentiment of frustration.

First two years after my arrival here I devoted to the development of the Samyukta Karnatak paper belonging to Loka Shikshana Trust.

When I saw that the Trust was failing in its duties I left it.

During this time with the help of Dr. Bugal, I brought to the Mysore Government the American collaboration to manufacture fertilisers. It was a 60 crore project of which Americans were to pay 56 crores and the Mysore Govt the small some of 2 Crores.

There was a great Commotion for some time. At that time Sri V.V. Giri was the Governor of Karnatak state, But the idiosyncrasies, sloth, corruption in the whole Govt machinery helped to destroy the project. Americans wanted to deliver the goods by 1971 whether we are able to produce Naptha or no naptha.

Then I helped the Mysore Government to bring a German consortium to build for them the Karwar Port. Just like Dr. Kihnel for U.P. (I had I had brought Dr Vogl from Germany first for Indian railways who then joined Hochtief and built the famous Kundla port. There was lot of correspondence and meetings and money spent by German Unit and ultimately Messrs Hochtief with Krupps agreed to build the port without any foreign exchange but against iron ore which too they wanted to mine take. This proposal which I had personally delivered went underground.

Then I turned myself to the land built a free dispensary and 1970 gave 7 1/2 acres of my land with Dispensary to Sanya Sai Baba to build upon it a 30 bed hospital. It is now four years and nothing has been done.

In all this I am not the sufferer but the poor Indian public. I must only sit and laugh at this great divine play. Please note I am not going over the lot-ter again. You will have to digest all the mistakes made. This is only from a friend to friend..... a small story.

Please remember me with best regards to Mrs Sundri respective Mrs Swaminathan. With this long letter I do not try to invoke any reply. You may or may not acknowledge With my best wishes and regards yours as ever

T. Swaminathan,
Chief Election Commissioner
of India.

40

'Nirvachan Sadan'
Ashok Road,
New Delhi-1.

5 September 1974.

My dear Ganipuley,

Thank you for your kind letter of 1 September 1974 which I received yesterday. You have very rightly reproached me over being so remiss in replying to you. In fact I have been taking with me your previous letter of 10 July 1974 to the office every day with a view to writing to you. But ^{with} ^{which} one thing and another and the pressures these days are so great and come upon me so suddenly ~~that~~ I have not found time to implement my good intentions ~~relations~~ to write to you promptly.

You have known me a long time and know also that as a family we are poor correspondents. I used to write to my mother about once a year when I was abroad. When I was out on tour abroad for several weeks I used to write to my wife only once a fortnight or so. My daughter works in Geneva in the United Nations High Commission for Refugees and we write to each other about once in ^{three} ~~five~~ months. So please be assured that it is not any forgetfulness or lack of cordiality towards you that prevents me writing more promptly.

Secondly, in the life of a Civil Servant, writing and dictating notes and letters is one's business throughout the day. ~~That~~ To go and write private letters becomes too much of the same thing and is like a ~~busman's~~ holiday. During leisure, for recreation one wishes to do something different from what one normally does. So throughout my service my private correspondence tended to get neglected and I was always badly in arrears. Some ^{times} even the payment of my Life Insurance premium was delayed. Public work is a compulsion and took precedence. Private and personal communication suffered.

Thirdly, my present job is a semi-political one and there is always some controversy or other cropping up e.g., a debate in Parliament, some political leader coming to make a complaint on the working of ^{the} election machinery in a particular State or something gone wrong at some election etc. etc. Unlike previously, where, as a

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regular Civil Servant, I was ^{able} ~~above~~ to work behind ~~and~~
~~as~~ an enclosure, so to speak, ^{and} was able to plan my day,
in my present position, independent of Government but
correspondingly, more exposed, ~~position~~ I am not always
able to plan my day and carry out my plan.

Fourthly, as an ex-officio-Member of the
Delimitation Commission for drawing ^{up} boundaries of
Assembly and Parliamentary constituencies in all the
States and Union territories of India after the last
census I am out on tour for about 20 days in a month.
All through April, May, June and a good part of July
and August I have been on tour in Goa, Kerala, Karnataka,
Andhra Pradesh, Himachal Pradesh and Madhya Pradesh.
The Commission stops at each place for a couple of days
or so during which we have public hearings. There is not
much free time, ~~but~~ wherever we go, ~~and~~ once we finish our
work we move to the next place.

You will thus see that superimposed on my natural
deficiencies as a correspondent I am more than fully ^{ies}
occupied. Kindly accept therefore my sincere apology ^{ies} for
~~my~~ not replying to you ^{more promptly}.

I continue to be your good friend as you continue
to be mine. I have not changed one bit in regard to my
personal qualities or outlooks. ~~As~~ I believe ^{at} when we ~~were~~
together and afterwards, that status and honour are attached
to an office. ~~If~~ The honour has to be earned by good ~~and~~
conscientious work, doing the utmost up to one's ability to
contribute to the benefit of the State and the welfare of the
people. Except in the exercise of one's public functions,
one is just an ordinary human being, having the same ~~choice~~ ^{joys}
~~and~~ sorrows and the same problems as any other human being.
One has no right to consider oneself something that has
fallen out of the heavens. This belief I have practised since
the beginning of my service and I have seen no reason to change
these ~~rules~~ ^{beliefs} or this outlook. So there is no question of somebody
being big, somebody else being small in personal relations.
These are basic and bedrock principles which have guided me
and continue to guide me.

I can understand your feeling of disappointment and
frustration at not being able to make a positive contribution
of the kind which you would like to make. You can imagine that
I could have had many such frustrations too. But I have never
given up and have always ~~slopped~~ ^{plugged} away, determined to do ~~and~~ get
things done. If one way of doing a thing ~~does~~ not succeed
I have always tried another way, but never anything wrong or
dishonest. I have been lucky in having the strong backing of

/good

people like the late Gobind Ballabh Pant, Dr. Sampurna Nand, Rafi Ahmed Kidwai, Lal Bahadur Shastri, Dr. K.N. Katju, ~~and~~ to some extent the late Jawahar Lal Nehru, and Shrimati Indira Gandhi. In November of last year I was in Churk in the Mirzapur District. It did my heart good to see the Cement Factory working well, doubled in capacity and ~~backing~~ ^{giving} birth to another Cement Plant some 20 miles away. I saw the railway line from Chunar to Churk and felt very thrilled to see an actual goods train on the line. I am also told that the Precision Instruments Factory in Lucknow is doing very well indeed. There are other such things with which I ~~am~~ ^{was} closely associated from the negotiating stage to the stage of production, for example, The Heavy Electricals at Bhopal, Hardwar, Hyderabad and Trichi, The Heavy Engineering Corporation Plant at Ranchi, Steel Plants at Durgapur, Rourkela, Bhilai and Bokaro. These are the things to which I shall look back happily when I finally retire.

I am glad to know that you are engaging yourself in work for the local poor and in writing your reminiscences. You asked me what was the mental process which made me and Shri Malviya ~~to~~ accept you. I think the answer is simple. You gave us notes on the raw materials which were available in Uttar Pradesh, the use to which they could be put and the industries which could be set up. We also knew that you had good connections in several European countries where from we could obtain the plants and expertise for putting these ideas into effect. This is what made me and Shri Malviya ~~to~~ accept you. I look back with pleasure to the very interesting and useful trip in Europe which we undertook together. We brought back Herbert Kuehnelt who served us well and continues, in retirement, to be a good friend of India. I have seen him several times in Germany. We also brought the German team which set up the Precision Instruments Factory at Lucknow. We set up a Cement Plant in Churk. These, ~~have~~ ^{for} our first stages of industrialisation, were quite good items of achievement. You will be sorry to hear that Günther who was the Head of the Precision Instruments Factory at Lucknow and later joined ~~the~~ first the Usha Organisation and subsequently G.E.C. (India) Limited, has died. He was a good technician and a simple man. However, he was a difficult man who was not everybody's cup of tea. I was able to manage him when I was in Lucknow, but soon after my departure he was sent away and took a private employment in Calcutta. I helped him a few times afterwards in regard to his stay in the country. His wife had taken an important secretarial position in Siemens (India) Limited at Calcutta. I read about Günther's death in Germany in the Newspapers, a year ago.

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I do not know where Ursula Günther is now. She came to see my wife and myself at Brussels in 1969 and that was the last we saw of her.

My wife does not keep very well these days. She suffers from high blood pressure but has learnt to control it. Nevertheless, she is not able to do much work. In order ~~that~~ ^{not being worried} about her health I take her with me on all my tours as she would otherwise be alone at home. Our eldest boy Anand is doing very well as a Chemical Engineer in Bombay. He ~~ix~~ married the daughter of Brig. C.S. Krishnamurthy, a retired Army Eye Specialist who lives not far from Whitefield and does some honorary work in a Charitable Medical Institution in Bangalore. My second son Arvind is in Madras and is currently not doing anything very much. Our daughter who took her M.A. degree from Oxford in History is working for the United Nations High Commission for Refugees in Geneva. Neither Arvind nor Anuradha is married.

I continue to read a lot both in connection with my work and for pleasure.

You are quite right when you say that we became good friends and you were often a welcome guest at our house. These sentiments still hold good. When I am next in Bangalore for any length of time I shall arrange that we meet.

Meanwhile, my wife joins me in wishing you peace and happiness in whatever you do. *With my kindest regards,*

I am
Yours very sincerely,

T. Swaminathan
(T. Swaminathan)

*In your expression I noted
travelling this long letter to see the result!*
Shri N. Ganpuley,
~~Firlands, Fairlands,~~
Whitefield,
Bangalore.

N. Ganpuley C/O

2 April 76

Shri T Swaminathan
Chief Election Commissioner
Nirvachan Sadan
New Delhi 1

My dear Swaminathan,

It is an old habit with me to keep on writing to friend and so I write to you eventhough I know that you are a bad correspondent and more so when you are ceaped with one thousand and one things which had been your good or bad luck since I met you in 1948. We have now crossed a generationperiod not only knowing each other but being more intimate.

Eventhough I have passed through many a visissitudes in my life since I met you which were of different and most trying nature s-till I tried to keep the contact with such people whom I had once accepted as friends of which catagory there are not many-

Your last informative letter to me was dated 5th Sept 7. It was very nice and covered the story of all the years about which I did not know. Knowing full well that I shall not receive anymore letter from you without my broaching the subject, I wrote to you on the 12th January 7 after I came to this place after having donated everything that I possesse there and instead of wasting my time at Whitefield any longer I am here to utilise my time in helping this institution which is actually doing great work for the poor and needy instead of slogans and loud talks in the name of Garibi Hato. I have so far decided to spend the rest of my life here where I also meet many responsible people from ^{whom} which I was fortunately or unfortunately kept aloof throughout my years in Whitefield. Sai Baba after having kept me waiting for six years, has started, as I hear, building the hospital for which the land was donated.

It will be stupid of me to ask you to come here, but I ask you to do something in cash or kind to help the Institution in the promotion of the work, which as the brochure says is being done within the radius of 50 miles in villages. This place which was so far working as one family is unfortunately getting infested by the ghost of labour unions which instead of promoting the work are undermining the good work and that too of hospitals of this kind which are only catering for the poor of the area, but the 20 point programme does not come to the help and protect from such rowdy elements of unemployed out of spite.

It is a long time since I heard from you last and hence would like to know where you are and what you are doing at present and how you are keeping and so also how is Mrs Swaminathan and the grown ups. I shall be gald to have a few lines from you. It makes one happy in these old says. It makes one young as the old remembrances appear on the scene.

With my best wishes and kind regards also to Mrs Swaminathan

sincerely yours

N Ganpuley

T SWAMINATHAN
Chief Election Commissioner
of India.

45
Nirvachan Sadan
Ashok Road,
New Delhi-1.

8 June 1976

My dear Ganpuley,

official Thank you for your kind letter of 2 April 1976 giving the latest information about yourself. I am sorry I have taken a little time to reply to you. This was because of ~~usual~~ and family preoccupations. Recently my sister's daughter got married and I was involved quite a bit with the preliminaries and later with the arrangements for the wedding itself.

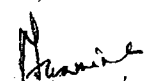
I am glad to know that at last you are now in a place which seems to satisfy your desire for service. I have read your pamphlet with interest and find that pioneering work for providing advanced medical help in the rural areas is being done. It is certainly a worthwhile thing to do and I wish you success, happiness and satisfaction. I shall certainly do whatever I can.

I am still the Chief Election Commissioner and shall, in the ordinary course, remain here till June 1977 when I shall attain the age of 65 years. We have finished our tours of the country for delimitation of constituencies. I am preparing for Parliamentary and Assembly elections to hold them whenever it becomes possible to do so. My wife's blood pressure is now under control and she keeps herself busy with gardening. She spends four or five hours every day in the garden - her most recent interest being cactuses. Anand, our elder son is now the Managing Director of Hindustan Organic Chemicals, a public sector undertaking at Rasayani near Panvel in Kolaba district of Maharashtra. He is doing well and lives in Rasayani with his wife and two children. Our second son is with us and is at present doing nothing. Our daughter Anuradha is in Geneva where she is working in United Nations Organization. She is busy and happy which is really all that matters. This, in nutshell, is the full report on the family. By and large we are all keeping well and try to keep ourselves busy.

There is of course no immediate possibility of my visiting you in Ghataprabha. But my jurisdiction is the whole of India and I may drop in at the most unlikely places! Anyhow, I shall look forward to visiting you and seeing your Institute at work.

My wife joins me in sending you kind regards and all good wishes,

Shri N. Ganpuley,
C/o K.H.I. Hospitals,
P.O. Karnatak Health Institute,
Dist. Belgaum,
(Karnataka).
PIN: 591310.

I am,
Yours, as ever,

(T. Swaminathan)

-copy-

T.Swaminathan
Chief Election Commissioner
of India.

46

'Nirvachan Sadan'
Ashok Road,
New Delhi-1.
8 June 1976

My dear Ganpuley,

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I am,
Yours sincerely,

Shri N. Ganpuley,
C/o K.H.I. Hospitals,
P.O. Karnatak Health Institute,
Dist. Belgaum,
(Karnataka)
PTN: 501310.

Sd: T.Swaminathan

N Ganpuley C/O

29th Oct 76

Shri T. Swaminathan
Election Commissioner
New Delhi

My dear Shri Swaminathan,

So that the fresh water flow of good Friendship doesnot get blocked, for lack of supply from original Spring and either gets stagnate or dried up, I am writing this. I also used a bigger gun in the form of the Secretary of the Vice President to make the opening but you were adamant as ever. The world experience has taught me a lot and more so the ways of the great, but that doesnot deter me from writing.

After six years of waiting my old dream of having an Hospital on my land in Whitefield most of which I had donated to build an Hospital, has been at last realised and Satya Sai Baba has made a beg-a begining building first 30 Bed Hospital for the women and Children of the locality which he intends to de--velop to 100 beds in the course of time. I had been there in the last days of September for a firtnight to see that.

I am back again to this place which is constantly progressing and the new Idea of building on the Campus a Health Education Museum is also taking shape and most of my time is occupied with that. We have already laid a Foundation at the Hands of Shri Rajani Patel respectively his wife Smt Bakulbai on the 4th August to which he donated as his first instalment Rs 51000,-- and hope to get the Prime Minister Smt Gandhi when we build the main building as Smt Gandhi had great respect for the work of Late Dr Sardikar in whose name the new Museum will be constructed. This will be perhaps first of its kind in India.

I have further taken up the work of creating Buddhistic world Centre at Rajgir which the place where Buddha lived and preached for a long time with Walanda University in the vicinity. It could be place for Busshistic world like Mecca for Mohamedans or Rome for Christians. For this purpose I am in touch with Shri Raj Bahadur. You see that I am keeping myself busy and should say this because of that inspite of age I am still in good form.

Shall be gald to hear from you when you get time and wake up in the world of private life and remember old things which also need your attention

With best wishes and kind regards also
sincerely yours

Mrs Swaminathan

N Ganpuley

T. SWAMINATHAN
Chief Election Commissioner
of India.

48
'Nirvachan Sadan'
Ashok Road,
New Delhi-110001

2 November 1976

My dear Shri Ganpuley,

Thank you for your letter of 29 October 1976. From the tone of your letter, it seems to me that you did not receive my last letter. I wrote to you on 8 June 1976 and send you a copy of my letter. Possibly you were away from Ghataprabha when the letter reached there. If you ask the authorities and the clerical staff of the K.H.I. Hospitals, they may still find my old letter and give it to you.

I am glad that you are engaging yourself in useful activities at Ghataprabha in Whitefield and also in Bihar. One has to ~~be~~ what gives one satisfaction. In this one has to be fortunate and lucky. I am glad that you are both.

Please, for goodness' sake, stop this talk about great people and their ways. Please try to understand that everybody has his problems - some official, some connected with the family and with the outer world. In my present post which is of a semi-judicial character, I live in a certain atmosphere of semi-isolation. I certainly do not move in presidential and high political circles.

My wife joins me in sending you regards and all good wishes.

I am,
Yours sincerely
Swaminathan

(T. Swaminathan)

Shri N. Ganpuley,
C/o The K.H.I. Hospitals,
P.O.: Karnatak Health Institute,
Dist. Belgaum,
(Karnataka).
PIN: 591310.

FILE No :- 18

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FILE No :- 18

1957 - 1958

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Herrn
Otto Bertram
1. Fa. Otto Bertram & Co.

16th October, 1957
Export Ga/IP

Hamburg 36
Alsterufer 10

Dear Mr. Bertram,

I read with great interest your letter dated 11th October which I received only on the 15th inst. regarding the working of the handicrafts. It was very kind of you to have spared some of your very valuable time for Mr. Jain and your kind hospitality for which Mr. Jain thanks you.

It was also very good of you to have interested parties like Messrs. Kloppe AG. and also Messrs. McCaul for some of the handicrafts and brought the heads of these firms in direct contact with Mr. Jain.

It is a pity that although I am sitting for months in the waiting room of your office you do not find time to have a detailed talk with me. I also miss in your office any other responsible man with a special liking for this line with whom I could talk on this subject independently and go ahead with the work without disturbing you. This kind of work requires a special attitude and love for it.

I purposely put off my sailing date by one month in order to be able to have a detailed talk with you after your return and to fix up the arrangement of future work. But your multifarious activities which keep you engaged all the time have but very little ~~left~~^{remained} for my time.

You know very well that it has taken me a long time and persistent work to bring about this final settlement with the Indian Authorities in connection with handicrafts sales. Mr. Jain's report particularly confirms my stand point about show rooms, stocks or at least consigning of goods for inspection and acceptance, propaganda, the participation in fairs etc. I have been appointed ~~attentively~~^{formally} as advisory member of the Indian Cooperative Union which will function hereafter as the principals in India. Now, before I go back to India in November and proceed to Delhi some time in January to meet ^{with} the selection for the coming Frankfurt Fair in March which will be the real opening of the business, I should have liked to have your views and specific instructions ^{so} that everything could be done in the interest of the work that you have agreed to shoulder. Naturally, therefore it is no wonder that I am looking forward for a talk with you about the future of this business in all its details.

Unfortunately there has been to this date ^{no presentation} no respective collection of all the handicraft goods that India has to offer and hence, I can quite understand that you can not form a correct picture ^{of the variety, the quality and peculiarity} of this trade which might have lead

named two concerns could take care of all the business. There are, no doubt, some handicrafts which have an appeal for the masses and could therefore be sold better through departmental stores or through existing organizations of Messrs. Klöpper AG. But a very great variety of these articles have a special and individual note and as such have to be offered to a selected public through specialized establishments, e. g. the costly Benares gold and silver thread, woven shawls, stoles, saris or dressing material, silk and cotton printed material for ladies' dress purposes, ladies' evening bags, belts, shoes etc. are distinctly articles for ladies- dressmakers and outfitters or MODE SALONS where each customer is treated individually advised and satisfied in her vanity.

I should therefore like you not to make the mistake of offering summarily all the textiles to Messrs. Klöpper AG. and all the other goods to Messrs. McCaul but wait till we have all the samples, when we shall show these things to this firms and give them only such for which they will be interested and can promise us a substantial turn-over. Like any other business this kind also needs more intensive work and closer scrutiny. Messrs. Klöpper AG. or even Messrs. McCaul could be good distributing agents if they were to create a special department for this purpose. Messrs. McCaul's order for 50 cases, about which there were complaints, for all their stores, has not been very great. Mrs. Walter of the Small Indian stores in Zurich purchases brass ware to that extend for her one shop without complaint. This is only for your information. Please note that Messrs. Otto Bertram & Co. are to function as sole representatives or distributors and cannot tie down ~~articles~~ to either of the two organizations, but must have a free hand to deal with so many other like organizations in Germany. We can treat them as one of the important customers and give them preferential treating according to the volume of their orders.

I think you will give me some credit of knowing this trade and as such try to understand me and find out a solution for proper working of this department in your huge organization.

I could not make out a pricelist for Messrs. Klöpper for the goods left with them, as quite a few of the articles belong to Mr. Gupitjee whom I am awaiting here every day. After his arrival I shall go to Mr. Klöpper personally. As regards Messrs. McCaul I think we have not got a complete collection of the goods they need. Mr. Jain is going to send this collection here, when we can show these to them.

Further I should like to think with you in more details on the following points with the a view to find proper answers and solutions which should enable me to give a clear picture of the working at this end to Indian Cooperative Union when I go to Delhi. Let me assume today the position of the representatives of the I.C.U. and discuss with you the details of our arrangements to be arrived at. First I shall try to put down here all that which the I.C.U. has accepted to do as principals as follows:

1. ICU to send a complete range of samples with their cif prices for all the articles that they have to offer today.
2. ICU shall be sending to you from time to time other samples which will be developed by them in the course of time taking to consideration the requirements of this market.
3. ICU shall prepare new samples according to the wishes and designs of the customers and follow the instructions of the agents.
4. ICU has already decided to spend about DM 25,000.-- on propaganda according to the suggestions of the agent.
5. ICU has decided to participate in the Frankfurt Exhibition next year and to send there the choicest articles according to the selection to be made by me, with cif prices and perhaps with some stocks for

ready supply.

6. ICU are going to pay for the goods in India, examine the same, do the packing and forwarding and are also responsible till the goods are taken over by the agents here.
7. ICU have also agreed to take back the rejections if the same are due to any fault on their side.

After this let us try to define the actual functions of Messrs. Otto Bertram & Co. ^{Walter}

1. OBECO will be representing under the same name or some other new company formed to take care of this work under ~~OBECO~~ under their direction.
2. Who will be in charge of this work? None from the present staff has the necessary time to attend and perhaps even liking for this work. I propose therefore a name of an Indian gentleman settled in Hamburg, Mr. S. Gupta, staying in Brahms-Allee 35. Both, Mr. and Mrs. Gupta are known to Mr. Jain, and Mrs. Gupta, who is a German lady has worked for some time with Mr. Jain. Mr. Gupta speaks German, English and Japanese fluently and is established here. He knows the trade and shall be a better man for the purpose if at all a new man has to be engaged.
3. It will be necessary to have a separate office room with an attached sample room, as your present house has absolutely no place for a new table or a new cupboard.
4. Will OBECO order ^{out} goods on its own and maintain any stocks of goods that are moving after experience and to what extent?
5. In which way will OBECO participate in the Frankfurt Fair?
6. The office personnel for the new office to be started.
7. Even a small sample collection will be worth 15,000 to 20,000 DM, which will be sent out by the ICU. This will have to be arranged, prices worked out and duty paid and other expenses incurred by OBECO.
8. What would OBECO charge as its commission on the turn-over?

These are in short some of the points which need a clarification so that there is no misunderstanding at a later stage. I must have these things fixed up with you before I leave Hamburg. Kindly, therefore, let me know when we can sit together to draw out a complete scheme according to your own views.

Thanking you and with kind regards,

Sincerely yours,

OTTO ZIMMER

AUSSENHANDEL

N. G. Ganpuley

Hamburg 36

Alsterufer 10

MÜNCHEN 27

LAMONTSTR. 25

TEL. 481485

17. Oktober 57

Lieber Nana,

Bestaetige dankend Deinen Brief v. 15. cr. aus denen ich ersehe, dass Du mit den Vorbereitungen fuer die kommende Fruhjahrs-messe beschaeftigt bist. Du wirfst so viel Fragen auf, die natuerlich nicht alle in wenig Zeilen beantwortet werden koen-

betr. ind. Lagerwaren

Am 4. 10. unterbreitete ich Dir einen wohldurchdachten Vorschlag fuer die Lagerhaltung und gab Dir sogar die Einkaufspreise mit bekannt. Einen anderen Vorschlag kann ich von mir aus nicht machen.

Ausstellungsware f. Frankfurt betr. ist eine Angelegenheit, die Du mit Handicrafts Delhi eingehend besprechen musst. Nach m. A. muessen in reichhaltiger Weise moeglichst viele indische Erzeugnisse zur Schau gestellt werden und nicht nur, was von mir vorgeschlagen wurde.

Auf der Muenchner Handwerks-Ausstellung wurden auch Brokate, seidene Saristoffe (bestickt und bedruckt), einige Silberwaren Elfenbeinartikel etc. gezeigt, die wohl interessieren, wenn die Farben dem hiesigen Geschmack Rechnung tragen. Auch Baumwollstoffe (bedruckt), vorausgesetzt, dass dieselben "farbecht" sind u. anderes mehr. Dies Alles musst Du Dir in Delhi ansehen und eine Auswahl treffen.

betr. Kashmir Artikel, so werden auch von dort sehr gute Handarbeiten geliefert z. B. nicht nur die ganz teuren Kashmir Shawls, sondern auch kleinere und mittlere, meist bestickt mit Chenar tree leaves, Wollshawls in weiss und ungebleicht. Holzschnitzereien, Sportartikel, lackierte Papierwaren, evtl. auch Schmuck wie Ohrringe, Halsketten aus Halbedelsteinen, Pelze etc. Ich habe im Kashmir Emporium reizende Sachen gesehen u. bitte Dich dort Umschau zu halten und mit den Leuten zu verhandeln. Vielleicht beteiligt sich diese Organisation an der Ausstellung mit.

betr. Zollsaeetze fuer ind. Waren kann ich dieselben nur fuer Stolas und Shawls beurteilen. Selbige rangieren von 10% bis 15 % vom Warenwert, wozu noch eine "Ausgleichssteuer" von 6% hinzukommt, grob gerechnet 20 % vom Wert.

Alle anderen Zoelle wie fuer Messingwaren, Elfenbein, Brokate Schmuckwaren, Baumwollwaren etc. muss man vom Zollamt erfragen.

Fuer diese Zwecke rate ich, falls Bertram & Co dies nicht besitzen, ein "Warenverzeichnis fuer die Aussenhandels-Statistik" anzuschaffen, welches vom Statistischen Bundesamt, Wiesbaden herausgegeben und durch den "Kohlhammer Verlag in Stuttgart" bezogen werden kann. Darin sind die einzelnen Positionen spezialisiert und dienen dem Zollamt als Unterlage. Fuer den Laien ist es schwer zu sagen welches die einzelnen Zollsaeetze sind, die nur genau vom Zollamt zu erfahren sind. Die Firma Bertram & Co wird Dir sicherlich bei den Feststellungen gern behilflich sein.

b. w.

17.10.57

betr. Kalkulationen von cif-Kosten ist zu unterscheiden, ob man die Waren, wie ich es jetzt tue mit Luftfracht kommen lasse oder aber ob die Waren mit Schiff nach hier gelangen. Grob gerechnet betraegt die Luftfracht ca 15% vom Wert, und ich nehme an, dass mit seemail es nur die Haelfte sein wird, ja evtl. noch weniger, da die Ware mit ind. Schiffen nach hier gesandt werden kann.

betr. Selbstkosten-Berechnung der Verkaufspreise hier fuer den Gross- bzw. Einzelhandel kann ich einen Maasstab nicht festlegen, da jedes Geschaefit anders gelagert ist, d.h. im Einzelhandel sind die Spesen erheblich hoeher als wie beim Grosshandel. Wuerde anraten diesen Punkt mit Fa. Bertram durchzusprechen, die ja gute Erfahrungen darin besitzen.

betr. Handicraft Corp., die ja an erhoehten Umsaetzen in Deutschland interessiert sind, muessten m.E. nach die Kosten c.i.f. tragen und schliesslich auch saemtliche Kosten, die mit Ausstellungen verbunden sind.

Die bisherigen Ausstellungen waren sehr kostspielig, wenn man die pompoese Aufmachung und den grossen Stab ind. Personals beruecksichtigt, der eingesetzt wurde. Man kann dies auch viel billiger und doch attractiv aufziehen.

Frau Walter, die ja reichlich Erfahrungen in der Einfuhr und dem Verkauf ind. Handarbeiten besitzt, wird Dir sicherlich so aehnliche Jnformationen geben

betr. Lieferung rechne ich kaum damit, dass wir bis Weihnachten mit irgendwelchen Waren hier rechnen koennen, sondern erst zur Fruehjahrsmesse.

Fuer Weihnachten habe ich die Bestellungen schon aufgegeben, denn die Waren muessen bis Mitte kommenden Monats hier sein, damit die Geschaefte selbige zeitgerecht anbieten koennen.

Wenn Mr. Jain Ende d. Mts wieder in Indien eintrifft, so muss er dort erst Bericht erstatten und Verbindung mit Lieferfirmen aufnehmen. Und bevor Du drueben landest duerfte es schon Ende November werden. Wuerden die Waren wirklich bis Ende Dez. ausgesucht und dann per Dampfer verschifft, so vergehen weitere 6 Wochen bis nach Hamburg. Und dies dann schon Mitte Februar!

betr. Amembal habe ich Nichts Neues zu berichten. Seine letzte Nachricht stammt vom 20. Sept. Ich vermute, dass die Lizenzen doch noch nicht herausgekommen sind. Vielleicht ist die Regierung interessiert, selbige noch paar Wochen zurueckzuhalten, um Zeit zu gewinnen. Auch von anderer Seite liegt keine einzige Nachricht wegen Lizenzen vor. Und wie viele Firmen warten darauf, dies bekunden die Rueckfragen bei mir. Und bei ind. Unternehmen, wo Lizenzen vorliegen, fehlt der L/C. Vielleicht ist man drueben gezwungen mit den wenigen vorhandenen Devisen Haus zu halten. Anders ist mit diese Taktik nicht erklaerlich.

Auch hier ist's "heiter bis wolzig!" mit schoener Herbstfaerbung. Grippe krassiert auch hier, doch konnten wir uns mit einem "Dujardin" bisher gesund erhalten.

Herzl. Gruesse auch von Else und Jnga,

D e i n

AK

C.

Warsaw

17 October '57

Dear Mr Campbell —

I received your letter of 12 oct. today
Just as I was leaving for the air-port
Good luck. I arrived in Warsaw an
hour ago.

What I had really implied was that
if I know the nice things you say
about me it may go to my head and
spoil me. Of course, you may say I am
already too spoiled!

May be the best thing for you to
do will be to send me a letter at
Zurich where I will be on the 23rd
October. You may send it in care of
Mrs Walter or Air-line International Booking
Office "to hold".

Since I agree with most of what
you say generally - I am not commenting

7

in detail & on my case I will
be meeting in India.

As soon as you hear from Prakash
Bose. please let me know.

About ICU office as such we should
consider the matter while in India.

As for London, your going would have
been indeed the best. But you know
my mind has been generally moving
in the direction of getting young Desai
to get involved in this work - for
am sure he will make a good assistant
to you. And this might be a chance for
us to judge him a little better. You
will no doubt appreciate what
prompted me to suggest his going there.
In taking that decision I was only
acting on your behalf. I will be glad
to have your ratification! You may

46

Kindly let me know the discussions
with Suptajee - if he comes there.

Had a good stay in Prague
Warsaw looks even more
exciting.

Best love,

Regards,

Latolain Jan

PHONE : 850

CABLE : "PRA"

PRAKASH BROTHERS

MANUFACTURERS & EXPORTERS

POST BOX NO. 20

BENARES
(INDIA)

SCARFS EMBROIDERY
SAREES BROCADES
CURIOS CARPETS ETC.

9

No. _____

October 20, 1957

Dear Mr. Ganpuley,

Your letter of the 11th instant has reached me only on the 18th instant. Thanks very much.

I note what you write about the Handicraft Board. It is indeed very unfortunate that after you have put in so much labour, they should not act according to your advice and the more so when you are so experienced in the line. It is very sad indeed that the Government does not appreciate the services of a man of your calibre. They have their own way of doing things and one cannot help it. I am confident you will be able to do a lot to push Indian merchandise there. My services are at your disposal and you can safely rely on me for deliveries, quality of merchandise and the prices.

Unlike other Government or semi-Government departments this I.C.U is no exception to the red tape and I very much doubt how far they will cooperate with us. You must make yourself sure that there will be a smooth sailing from their side rather than obstruction at every step. Payments also might be delayed. However you are the better person to judge and I shall be glad to be enlightened on all these points.

I have not quite been able to follow your remark for the reduction of price by 10%. You know there is a keen competition these days and we are working on a very nominal profit. I should also like to know whether I have to send the goods to you directly or to I.C.U who will forward it to you. In case I send the goods to you directly I must get its payment from you under the Foreign Exchange Control Regulation. Then if the goods are sent to I.C.U there is an apprehension of their interference. I shall look forward for your guidance so that smooth working may be done.

I shall certainly make the choice of colours and designs. You can leave it to me. I would have despatched one

PHONE : 850

CABLE : "PRAKASHBROS"

PRAKASH BROTHERS

MANUFACTURERS & EXPORTERS

POST BOX NO. 20

BENARES
(INDIA)

SCARFS EMBROIDERY
SAREES BROCADES
CURIOS CARPETS Etc.

No. _____

: 2 :

from Ready Stock.

consignment to you worth Rs 5000/- ~~immediately~~ but I must know the name of your bankers. Then again, probably you need some Import Licence because Zimmer has always been mentioning it in his orders and we have to mention it in our Invoice. Please let me know about it. In this consignment I shall make my selection about the quality and quantity of various things. It will take me about a week to despatch it after I hear from you.

I am greatly obliged to you for your kind thoughts for me and I feel proud to have such a wonderful friend who always thinks of my prosperity.

Withing you the best of luck,

Yours sincerely,

A. Prakash

A. PRAKASH

i Narain

N

Phone : 47090
26632

Berlin

21st Oct. 1957.

My dear Ganpuley ji,

I met Labshmi
Gopin in Prop. He told me details about
the discussion with Bertram.

I am sure you are
doing well & in cheerful spirits. I am
sure with your cooperation and guidance, we
will be able to probe the German market.

You must have returned
the samples to Mr. S. Gupta. Printed Saree
and Printed Cloth was in fact for Mr.
Gupta. Labshmi was not sure if you
had returned it. Kindly give it to him if
it is still with you. His address is

35, BRAHMS ALLEE, and his
telephone No. is 454008.

12

I am home for Moscow today
and hope to reach India by the end of
this month.

My address in New Delhi is
1, FEROSHABAD Rd., New Delhi

Thank you,

with regards.

Yours Sincerely
L. N. Nain

13

Hamburg
29th Oct 57

Dear Mr. Bertram,

After all the long weeks of waiting you gave me an opportunity of meeting you on Saturday to exchange our views regarding the representation of Indian Cooperative Union. We have been thinking of this sales organisation since very long. We have corresponded and discussed on this subject very often. There was a time when it seemed that you will not hesitate spending some amount on it to make it a success, but today when we have progressed so far and the Indian side is so very keen your enthusiasm seems to have frozen to a zero degree.

It has taken me years of hard and persistent work to bring down the Government to a logical way of thinking as envisaged by the report made by Mr. Jain on that subject. I have been constantly hammering into them that Messrs Otto Bertram and Co are the only right party fit for the cooperation. For a long time this statement had no official confirmation from the Government representatives in Bonn or Hamburg. But even that was obtained so that you were now the only firm with whom any discussions took place regarding this business on the level of principals to principals.

In all the previous correspondence exchanged between me and Mr. Jain and also in my letter to you dated 10th October, it has been clearly shown what all the Indian Cooperative is supposed to do, whereas at no time and no where have you tried to connect yourself with the part that Messrs Otto Bertram was going to play. And when I wanted to get it done and clarified I was not very happy to see your approach and attitude to arise this question.

Dear Mr. Bertram I have been doing it with a view to create a nucleus of many Indian activities and making Messrs Bertram and Co as a centre of these. I have told you ~~xxxx~~ so often about it, but unfortunately you have no time to sit down and discuss and plan it with me. As a matter of fact you have never taken time to discuss and plan any Indian business with me. An other import and export firm in Hamburg would have been happy to have my cooperation and my connection which they would have tried to utilise to the fullest extent.

Your making me and my friends wait upon you for discussions and decisions shows that you are very much occupied with your growing activities and therefore it is no wonder that you are not very mindful of adding more to it. Please note that there is no compulsion of any kind and compulsion cannot help any in the long run. You can either do it or drop it.

As there is no compulsion of any kind it stands to reasoning that keeping things in abeyance for long ^{same} is not going to help to improve matters. On the contrary the ^{same} shall be detrimental or ruinous for the progress of the Handicrafts.

It may be that having once given your word and having steadily maintained the same viewpoint all these years you might not like to show cold shoulders to the proposals which you supported once. But I think you need not feel embarrassed to do it for any reasons you want to decline to work it up. It is better to say no than to keep oneself and others in suspense.

I should like to see things brought to some conclusion in the course of this week only and request you therefore to kindly let me have your decision and date for discussion in the next days.

Thanking you and with kind regards

Sincerely yours

14
OTTO BERTRAM & CO.



Seit 1875

Telegramme: Resolut Hamburg . Ref: Ortsgespräche Sammel-Nummer 44 11_11 . Ferngespräche: 44 88 13
Fernschreibanschluß: 021 1177 Resolut Hamburg . Börsensitz Pfeller 26, Sitz g u. h . HR. A. Hamburg Nr. A 40305

Herrn
N.G. Ganpuley

HAMBURG 36, den 11. Okt. 1957
Alsterufer 10 B/Schb..

z.Zt. Hamburg

= = = = =

Sehr geehrter Herr Ganpuley!

Betr.: Indische Handicrafts

= = = = =

Bezug nehmend auf die Besprechungen am 4.d.M. mit der Firma Wm. Klöpffer A.G., Hamburg, und der Firma Gilbert J. McCaul, Hamburg, habe ich heute an beide Firmen laut inliegenden Abdrücken geschrieben. Die Urschrift des Briefes an die Firma Wm. Klöpffer AG. habe ich Herrn Günzel übergeben mit der Bitte, sich von Ihnen die darin erwähnte Aufstellung geben zu lassen. Mr. Jain hatte bekanntlich alle Bezeichnungen der bei der Firma Wm. Klöpffer A.G. gelassenen Muster notiert, und zwar zu dem Zwecke, eine Zusammenstellung mit den dazugehörigen Preisen anzufertigen. Die Firma Klöpffer hatte um die Überlassung einer solchen Aufstellung gebeten, um in der Lage zu sein, weitere Massnahmen zur Förderung des Geschäftes veranlassen zu können. Ich habe selbst gesehen, wie Mr. Jain die einzelnen Muster-Nummern aufgeschrieben hat, und ich hoffe, dass er auch das Verzeichnis mit den dazugehörigen Preisen angefertigt hat. Sollt das wider Erwarten nicht geschehen sein, müsste die Aufstellung nachträglich angefertigt werden. Ich bitte Sie, das zu tun, und sich dabei einer Schreibkraft zu bedienen, die Herr Günzel hoffentlich trotz der Grippe-Epidemie für diesen Zweck freistellen kann.

Der Brief an die Firma McCaul ist bereits hinausgegangen, so dass wir von dort Nachricht erwarten dürfen, wann die in unserem Besitz befindlichen Muster dort vorgelegt werden können.

Durch die Vorkehrungen, welche somit mit den Firmen Klöpffer und McCaul getroffen worden sind, ist folgendes organisatorisch vorbereitet:

- 1.) Das gesamte Gebiet des Textil-Einzelhandels in der Bundesrepublik wird von der Firma Klöpffer für die von ihr gesuchten Handicrafts-Arten bearbeitet.

11.10.1957

an: Herrn N.G. Ganpuley, z.Zt. Hamburg

Blatt: 2

- 2.) Ein grosser Teil der Warenhäuser, soweit sie hinter der Firma McCaul stehen, würden für die Einführung und den Verkauf derjenigen Handicrafts in Frage kommen, welche bei der Mustervorlage von den zuständigen Experten ausgewählt werden.

Durch diese Vorkehrungen sind weite Käuferkreise für den Vertrieb der Handicrafts erfasst worden. Nun kommt es darauf an, dass die beiden Firmen Bezugsmöglichkeiten der erwünschten Handicrafts zu befriedigenden Preisen erhalten. Mr. Jain hat Herrn Amsinck am 4.d.M. abends mitgeteilt, dass seine Organisation in der Lage sei, die geeigneten Handicrafts nach Hamburg zu senden, damit die Ware hier von den Warenhäusern besichtigt und gekauft werden kann. Dieser Vorschlag fand die Zustimmung des Herrn Amsinck, der ja, wie Sie sich erinnern werden, mit Bezügen indischer Handicrafts von anderer Seite sehr schlechte Erfahrungen gemacht hat. Es kommt nun also darauf an, von der Firma McCaul zu hören, welche Handicrafts-Arten bei den Warenhäusern grundsätzlich interessieren. Es muss also eine ähnliche Musterauswahl stattfinden, wie wir sie bei der Firma Klöpper erlebt haben. Steht das Sortiment der geeigneten indischen Handicrafts für die Firma McCaul fest, muss schnellstens an Mr. Jain in New Delhi geschrieben werden, damit er eine geeignete Sendung im Sinne seines Vorschlages nach Hamburg auf den Weg bringt, damit die Firma McCaul nicht enttauscht wird.

Was die Firma Klöpper angeht, so wurde bei der Besprechung am 4.d.M. im Hause der Firma Klöpper betont, dass die vorgelegten Muster in den für Klöpper geeigneten Handicrafts-Arten durchaus nicht erschöpfend gewesen sind. Mr. Jain wies darauf hin, dass wesentlich mehr verschiedenartige Waren derselben Art angeboten und geliefert werden können. Daher wollte Mr. Jain dafür sorgen, dass der Firma Klöpper in allen für sie geeigneten Handicrafts-Arten neue Angebote mit Mustern zugehen. Ich bitte Sie, dafür zu sorgen, dass das mit tunlicher Beschleunigung seitens Mr. Jain, New Delhi, geschieht.

Die wichtigsten Massnahmen, welche zugunsten des systematischen Vertriebs indischer Handicrafts in Deutschland erforderlich sind, bestehen darin, dass unsere beiden oben erwähnten Geschäftsfreunde in die Lage versetzt werden, durch ihre Organisationen für die indischen Handicrafts zu werben. Dazu gehören, wie bei allen diesen Dingen, gründliche Vorbereitungen in grosszügigster Weise:

- 1.) sorgfältige Zusammenstellung des von den Firmen ausgesuchten Handicrafts-Arten-Sortiments,
- 2.) ausreichende Muster für die in Betracht kommenden Vertriebsorganisationen,
- 3.) übersichtliche Preislisten, aus denen sich die Identität der Preise mit den betreffenden Handicrafts leicht ergibt,
- 4.) Gewährleistung der Lieferbarkeit der angebotenen Handicrafts zur Übernahme durch die Kunden.

Alles muss einen erstklassigen Eindruck machen.

Nur so können indische Handicrafts auf breiter Vertriebssebene in den Verkehr gelangen, und zwar in der Weise, dass fortlaufend Nachbestellungen erwartet werden können.

Es wäre ein grosser Fehler, wenn Sie oder wir uns mit dem Verkauf von Handicrafts-Anbruchmengen befassen wollten, wie das Frau Zimmer womöglich stückweise in München in durchaus anerkennenswerter Weise in einer Art von Heimarbeit tut. Ich darf Sie an den Wirrwarr erinnern, auf den Herr Amsinck bei seinem Besuch am 4.d.M. hinwies, als er erklärte, wie unmöglich es seinen Warenhäusern gewesen ist, mit dem vielen Kleinkram in den 51 Kisten indischer Handicrafts fertig zu werden. Mit Recht wies er darauf hin, dass der teure Arbeitslohn in keinem Verhältnis steht zu der Arbeitsleistung angesichts der Vielheit kleiner Stücke, die sorgfältig auseinandergehalten werden müssen. Mit derartigen Sortierungsarbeiten können sich selbst die geübten Warenhaus-Fachleute für Warenempfang nicht befassen. Die Handicrafts müssen also in übersichtlichen Packungen geliefert werden, so dass innerhalb der Kisten eine klare Anordnung der Einzelpakete gewährleistet ist. Anbruchmengen durch Aufteilung der einzelnen Pakete wären für den Importeur von vornherein eine unmögliche Sache und würden ihn daran hindern, der Sache der indischen Handicrafts zu dienen. Aus diesem Grunde müssen wir uns von vornherein freihalten von eigenen Verteileraktionen auf Kleinabnehmer, die zumeist nur beschränkte Anbruchmengen bestellen.

Meine Bitte an Sie geht dahin, mich darin zu unterstützen, dass nunmehr alles geschieht, um die Firmen Klöpfer und McCaul in den Stand zu setzen, eine nutzbringende Vertriebsarbeit zu leisten. Die Voraussetzungen dafür habe ich im Vorstehenden zusammengefasst. Ich hoffe, Ihnen hiermit gedient zu haben.

Mit verbindlichen Grüssen
verbleibe ich
stets Ihr

Otto Bertram

Anlagen!

17

Firma
Wm. Klöpper A.G.

den 10. Okt. 1957
B/Schb..

Hamburg 1
=====
Lange Mühren 7

Sehr geehrte Herren!

Betr.: Indische Handicrafts
=====

Bezug nehmend auf die von Ihnen durchgeführte Prüfung der Ihnen am 4.d.M. im Beisein von Mr. Jain, Secretary All India Handicraft Board, New Delhi, vorgelegten Muster, wurde festgestellt, für welche Arten von Handicrafts Ihre Firma grundsätzlich Interesse hat. Es handelt sich dabei um die in der Anlage näher bezeichneten Artikel. Die entsprechenden Muster sind in Ihrem Besitz geblieben.

Mr. Jain hat darauf hingewiesen, dass die vorgelegten Muster keineswegs das Angebot erschöpften, welches in den von Ihnen ausgewählten Warenarten geliefert werden könnte. Mr. Jain wird daher ein erweitertes Angebot im Rahmen dieser Artikel von Indien aus vorbereiten und uns zukommen lassen. Sobald es bei uns eintrifft, werden wir Ihnen alle Einzelheiten bekanntgeben.

Alle übrigen Handicrafts haben für Ihre wertvolle Firma kein Interesse, weil diese Warenarten ausserhalb des Rahmens Ihres Geschäftes liegen. Somit scheiden diese aus der Zusammenarbeit zwischen Ihnen und uns aus.

Um so mehr hoffen wir, dass sich in den von Ihnen gutgeheissenen Handicrafts-Arten ein reges Geschäft aufbauen lässt.

Mit vorzüglicher Hochachtung!

OTTO BERTRAM & CO.

Anlage!

18

Firma
Gilbert J. McCaul & Co.
Ein- und Ausfuhr

den 10. Okt. 1957
B/Schb..

Hamburg 1
== == == == ==
Mönckebergstr.



Sehr geehrte Herren!

Betr.: Indische Handicrafts
== == == == ==

Im Sinne einer Ihrem sehr geehrten Herrn Amsinck vor kurzem
gemachten Ankündigung nehmen wir auf die Unterredung Bezug,
welche Herr Amsinck am 4.8.M. in unserem Kontor mit Mr. Jain,
Secretary All India Handicraft Board, New Delhi, und Mr. Ganpule
hatte. Dreieinhalbjährige Verhandlungen, welche die indische
Regierung mit uns führte, sind nunmehr zum Abschluss gekommen.
Danach sind wir ermächtigt, den Vertrieb indischer Handicrafts
in Verbindung mit dem All India Handicraft Board, New Delhi,
im Bundesgebiet zu organisieren.

In Anbetracht unserer freundschaftlichen Verbindung mit Ihrem
geschätzten Unternehmen schlugen wir Herrn Amsinck vor, dass
wir dieses Geschäft im Rahmen des Bedarfs der hinter Ihnen
stehenden Warenhäuser auf a-Meta-Basis abwickeln. Mr. Jain hat
Herrn Amsinck mitgeteilt, in welcher Weise die Handicrafts
in Indien vor Absendung kontrolliert werden und in welcher
Weise das Geschäft als solches abgeschlossen und abgewickelt
wird. Somit eröffnen sich Ihren Freunden hierdurch zuverlässige
Bezugsquellen aus erster Hand in Indien. Unseren indischen
Freunden liegt daran, das Geschäft so aufzubauen, dass sich
daraus eine langanhaltende Verbindung mit ständig wachsender
wirtschaftlicher Bedeutung ergibt. Mr. Jain hat Herrn Amsinck
darüber unterrichtet, dass seine Behörde bereits seit über drei
Jahren in den USA auf gleichem Wege sehr gute Erfolge erzielt
hat und dass die dort gemachten Erfahrungen ihn ermutigten,
nunmehr auch mit der Bundesrepublik Deutschland ins Geschäft
zu kommen.

Wir erlauben uns, Ihnen vorzuschlagen, dass wir Ihnen zunächst
einmal diejenigen Muster vorführen, die Mr. Jain uns zu diesem
Zwecke übergeben hat. Die Vorführung könnte in Ihren Räumen oder
wo immer Sie diese wünschen jederzeit stattfinden. Da Ihre Freunde
bereits in indischen Handicrafts Erfahrungen besitzen, über die

b.w.

ITO ZIMMER

Mr. N.G. Ganpuley
 Alsterufer 10
 Hamburg 36

MÜNCHEN 27
 LAMONTSTR 25
 TEL. 481485

4th October 57

Proposal for an Order for stock
from M/S Indian Cooperative Union, Delhi

Supplier: Messrs Prakash Bros. P.O.B. 20, Benares

Approx. Quantity	Style Nr.	Description	Price each N.P.	
100 pcs	.	Hand bags on black velvet, assorted	9.75	975 =
200 "	701/706	Belts on white velvet assorted	9.00	1800 -
100 "	dto	Belts, gold tissue as before	12.00	1200 -
200 "	701/706	Belts on black velvet assorted	9.00	1800 -
50 "	723	Scarfs in red, white and other soft shades	16.50	825 -
50 "	1306	Stole 36" x 90", striped border, assorted colours	13.75	687 50
30 "	1926/5	Flowered scarfs black and gold	37.00	1110
10 "	1301/S	Scarfs, tissue allover	77.25	772 50
10 "	1399/3	" , animal pattern peacock	75.00	750 -
10 "	1926/1	Scarfs, white Paisly	69.00	690 -
10 "	1926/2	Bird pattern all over (but no ducks or geese)	59.00	590 -
10 "	1926/3	Tissue animal all over	77.25	772 50
10 "	1926/4	Tissue all over	69.00	690 -
10 "	1926/5	Black, small flowered	39.00	390 -
10 "	1926/6	Black, animal pattern flowered	44.00	440 -
10 "	1926/9	Peacock blue flowered	30.00	300 -
10 "	1926/10	Peacock, white flowered	40.00	400 -
10 "	1926/11	Blue cut work all over	40.00	400 -
10 "	1926/12	Beige small flowered	40.00	400 -
10 "	1299	Stole Plain Black	40.00	400 -
50 "	1298	Scarfs 22" x 72" check pattern, assorted colours	20.50	1025 -
20 "	1296	Scarfs, gold flowered 22" x 72", assorted designs and colours	32.00	640 -
200 "	1117 A	Small scarfs, flowered 10" x 42"	7.00	1400 -
200 "	1117	Small scarfs, plain 10" x 42"	4.25	850 -
20 "	25/532	Scarfs cloud pattern	56.00	1120 -
2 bales	667	yellow silk, as per sample encl. 36" yd	14.00	1008 -
2 "	5378	white silk, as per sample encl. 36" yd	13.75	1020 -
2 "	5119	green silk, as per sample 36" x 50"		1042 -

OTTO ZIMMER

- 2 - 24

4th October 57

MÜNCHEN 27
LAMONTSTR. 25

Supplier: M/S J.M.Shafiur Rahman & Sons
32/59 Chittanpura P.O.B.62
Varanasi-Benares

a) Scarfs

Encl. please find my copy of my Invoice Nr.36
dated 20th Oct.56

All the items mentioned therein are of a good demand
wherefore I suggest to order out 10 pieces of each
for stocks at least

b) Imitation bullion Belts

Here too, please find copy of Invoice Nr. 234
dated 14th Sept.57

The price is workable, finish pretty nice and I recommend
to order out for stocks 5 to 10 times the quantity of the
item mentioned therein.

I beg to draw your kind attention to the fact, the
white belts were sent with some defects. I mean, they
were showing red spots on the white velvet and some
impressions on the white velvet which customers don't
like. Therefore, the white belts are carefully to be
examined before shipped otherwise we get trouble here
in selling these belts.

There are no claims regarding the black velvet belts.

Re: Kashmir Shawls

Sofar I have not imported these kind of shawls. There
is however a good demand in

Muffle Sizes which price is abt Rs 7.-- each
Same are required with hand rolled seams, small embroi-
d ry with coloured woolen yarn.

On the other hand, square scarfs ,abt 25" x 25", or
30" x 30" can be sold here too.

Have no idea at what price they are to be had. An Offer
from a reliable maker will be welcomed.

Most interest will be for real Kashmir shawls in un-
bleached natural colour at the price of Rs 7/- upto Rs
50/- resp.60/- each.

For a trial I would suggest to order out a good selection
in various sizes and qualities for abt. Rs 5000.00 in total

Mr. Guptajee showed us his collection, the time ,however,
was too short to examine all the nice articles which he
had to sell. My wife had placed a small trial Order, which
was not confirmed sofar. But to introduce his scarfs etc
you may order out something from his party too.

Re: Government U.P. Lucknow One of our customers showed
us a beautiful scarf S Nr.6 Code 92/IFB Price Rs 18.75 each
white silk with flowers. Coloured threads interwoven in-
stead of golden threads. Please order out for me 20 pieces
I am interested in their manufacturing program.

Encl.

Sincerely Yours,

N. G. Ganpuley c/c

21

Messrs. Prakash Bros.

P. O. Box 20

Benares

India

11th October, 1957

Export Ga/IP

My dear Prakash,

You know already that I am in Germany since May of this year. I was to organize and further develop the handicrafts business in Europe after the Munich Handicrafts Fair. As you well know I had done a good deal of spade work on this, but unfortunately the Handicrafts Board did not do things as I wanted and hence I was not present at the Munich exhibition.

However, the Munich exhibition was held, where only such articles were sent which made a good show, but unfortunately there was no business done on the basis of articles sent there. After that I was silent on this question, but in the beginning of September a trade delegation came here with which came Mr. Jain, Mr. Guptajee and Mr. L. P. Gupta of Calcutta. I met all of them and had long discussions regarding the organization of the sales of handicrafts in Germany. As a result Mr. Jain, who is the Secretary of the Indian Cooperative Union, a body formed with the view to do the export independent of Government red-tape, asked me to organize this on behalf of the I.C.U. In my opinion there are quite good prospects if the business is handled properly. As I see Mr. Zimmer is already doing quite well in the Munich market. But that is not enough. We have to set up an all German or Continental sales organization to take care of all the handicrafts. I have an intention to order out larger stocks for immediate supply to trades here and as such have already submitted a tentative order proposal to Mr. Jain as per copy enclosed herewith.

Please let me know in what time you will be able to supply these quantities and if it will be possible for you to send to me at least Rs. 5,000.- worth of assorted goods, immediately. I have always been very keen to bring you in the picture and as such expect from you every cooperation. Naturally as hereafter the orders will be far larger than what you are used to received from Germany and the payments made by the I.C.U. against the supply of the goods you will have to reduce the prices at least by 10 % to cover the various expenses which will be incurred by us by arranging payments and for maintaining stocks here. I think this is quite reasonable and if you agree to it we can start immediately.

Please, let me know immediately on receipt of this letter what ^{articles list and} in what quantities you can supply immediately from stock so as to reach the articles here in the first week of November. This letter will reach you about on Monday and I expect your reply in the course of next week when I shall send you a definite order which you will then execute promptly sending the goods by air freight. You will also keep the other order ready so that immediately we hear from the I.C.U. you shall be able to deliver same.

22

11th October, 1957

Messrs. Prakash Bros, Devaras

2

You know now very well the taste of German market. So please see to it that nothing comes here which is not being inspected by you before and that the colours are alway light and not dark.

I hope that you yourself and your brothers are doing well. I shall be coming back to India by the middle of December and shall be in delhi some time in January when I hope to meet you.

With kind regards,

Sincerely Yours,
ppa. Ganpuley & Co.

21

Hamburg 36
Alsterufer 11
13. Oct 57

Liebe Direktice,

Sie werden mein letzten Brief laengst erhalten und verdaut haben sodass ich hoffte wieder etwas von Ihnen zu hören aber vergebens. Ihre Zeit, ich weiss, ist in sovielen Teilen zerteilt dass Sie unmöglich etwas anders dazwischen schieben koennen. Wenn Sie mir ein Brief schreiben wollen so müssen Sie diese Zeit Ihrer Mittags oder Nachtruhe entziehen was bestimmt nicht esundheit förderend sein könnte.

Gegenwärtig werden Sie mit der Vorbereitung der einnachts geschäft zu sehr in Anspruch genommen sein, sodass ich eine schnelle Beantwortung dieses Briefes nicht erwarten kann. Es konnte sein, dass Sie eine Ausnahme machen um mir über Ihr Wohlergehen sowie über das Wohlergehen der Familie und das Geschäftsleben etwas schreiben.

Ich war inzwischen p. r mal in Bonn wo ich auch ein nu trar der mich herzlich empfing. Er hat viel zu tun und ich beende in seiner Stellung nicht. Ich war hauptsächlich in der Angelegenheit Indi. Handkraft. Herr Jain Secretary All India Handicraft Board einer der 20 köpfige ~~Handicraft~~ handelsdelegation die den ganzen September Monat die Bundesrepublik bereiste um den Markt fuer den Verkauf indischer Erzeugnisse zu studieren.

Herr Jain ist ein sehr aufgeschlossener, junger Mann der gewillt ist das indische Handkraftgeschäft zu fördern. Um von den behördlichen Gewalt frei zu werden haben sie in Indien eine Indian Cooperative Union gegründet die die Handkraftgeschäfte rein kaufmannisch führen soll. Man versucht niemit eine Stelle zu schaffen die die Auslandsgeschäfte sagendes bearbeiten soll, d.h. erstens fuer die Auslandsmärkte zu werben, zweitens die eigentlichen handarbeiterwerkstätte zusammenzufassen, ein qualitätsnorm festzulegen die beauftragten Waren an eine Stelle zu sammeln, die auf Qualität Aufmachung, Verpackung etc zu prüfen bevor sie abgesandt werden. Man ist bereit an die Firmen wie India Stores Warenkredite zu gewähren, kurzum alles zu tun was die Zunahme des Geschäftes sichern könnte.

Herr Jain kommt nach Zürich und wird Sie besuchen. Er hat zugleich einen Herrn Seidel in Bonn engagiert, der auf Grund einige Muster die Marktlage in Deutschland studieren und entsprechende Bericht machen soll. Auch er kommt zusammen mit Herrn Jain nach Zürich. Können Sie so gut sein und Herrn Seidel mit einigen Muster verhelfen falls er sie braucht.

Ich soll ebenfalls fuer Handkrafts interessieren und die naechste Frankfurtermesse soll unter meiner Aufsicht mit Waren besetzt werden die nicht als Schaustücke darstellen sollen sondern fuer die Förderung der Geschäfte beitragen sollen. Selbstverständlich möchte ich diese nicht ohne Ihre Mitwirkung tun. Sie sollen die Seele dieses Aufbaus sein, weil Sie nicht an Geld sondern fuer die Sache als solche interessiert sind. Dieses kann Werk lieben und sehr viel fuer Indien übrig haben. Ich habe fuer mich fuer die Sache lange eingesetzt und wie Sie wissen nicht fuer mich sondern der Sache wegen. Ich möchte weder einen Namen noch Geld. Ich bin bereit alles an Sie abzutreten weil Sie in meinem Auge die Person darstellen die es richtig verdient dafür gelobt und belohnt zu werden. Ich möchte gemeinsam mit Ihnen diese Sache zum Erfolg führen und dann suche ich mein Ashram in Bangalore, welches fuer uns alle bereit steht.

Ichahre Ende November von Genua ab, und bleibe unterwegs einige Tage in Zürich um mit Ihnen alles zu planen.

Bitte schreiben Sie mir ein paar Zeilen. Mit herzlichen Grüssen auch an Lu, Armin und die andern.
Ihr.

94

OTTO BERTRAM & CO.



Seit 1875

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HAMBURG 36, 30. Oktober 1957

Alsterufer 10

Herrn
N.G. Ganpuley

z. Zt. Hamburg

Lieber Herr Ganpuley!

nachdem wir uns am Sonnabend, den 26.d.M., in Gegenwart von Herrn Ganzel ausführlich über das Handicrafts-Geschäft ausgesprochen haben, sind wir zu dem Ergebnis gekommen, daß ein festes Vertragsverhältnis zwischen der ICU und uns geschaffen werden muß. Zum Schluß baten Sie mich, den Entwurf eines solchen Vertrages anzufertigen. Ich versprach Ihnen, das zu tun.

Was Sie mir nun in Ihrem Schreiben vom 29.d.M. mitteilten, vermag ich mit dem Ergebnis unserer vorerwähnten Unterhaltung vom 26.d.M. nicht in Einklang zu bringen. In Ihren Ausführungen sind mancherlei Angaben enthalten, die ich nicht unwidersprochen lassen kann. So wiesen Sie darauf hin, daß wir seit Oktober 1954 über die Handicrafts-Sache diskutieren und daß ich Sie und Ihre Freunde nun unnötig warten lasse. Ich darf Sie daran erinnern, daß nicht ich mit meiner Antwort im Verzuge bin, sondern daß Ihre indischen Freunde es sind, welche zweieinhalb Jahre brauchten, um seit dem Besuch des Herrn Panikkar mit konkreteren Vorschlägen nach Hamburg zu kommen. Die Besprechungen mit Herrn Panikkar in Hamburg fanden am 7.8. und 9.11.1954 statt. Der Besuch von Mrs. Shiva Rao erfolgte am 6.6.1957. In der gesamten Zwischenzeit ließen Ihre indischen Freunde uns warten. Ich habe nie daran gedacht, daraus Ihnen oder Ihren indischen Freunden irgendwie einen Vorwurf zu machen. Vielmehr habe ich Verständnis dafür, daß diese kooperativen Geschäfte viel Zeit in Anspruch nehmen. Allein die organisatorischen Vorbereitungen dauern Jahre. Die lang erwartete Mustervorlage bei der Firma Klöpper AG. in Hamburg im Beisein von Mr. Jain fand am 4. Oktober 1957 in Ihrer Gegenwart statt. Den Herren Klöpper war versprochen worden, daß ihnen unverzüglich eine Preisliste für die Muster übersandt wurde, welche Mr. Jain der Firma Klöpper AG. überließ. Sie kennen selbst das Schicksal dieser Preisliste. Weiter darf ich Sie darauf aufmerksam machen, daß konkrete Angebote mit verlässlichen Mustern erst nach Rückkehr von Mr. Jain nach Indien zu erwarten sind. Erst wenn diese Angebote und verbindlichen Muster hier zur Verfügung stehen, kann mit der Arbeit begonnen werden. Es ist also in der Sache selbst keinerlei Zeit verloren gegangen. Weiter wissen Sie, daß ich

Schreiben vom: 30.10.1957

an: Herrn N.G. Ganpuley

Blatt: 2

während des ganzen Monats Oktober durch meine Afrikareise und durch zahlreiche Geschäftsbesuche von außerhalb in ungewöhnlicher Weise in Anspruch genommen bin. Ich habe mir nach den anstrengenden Konferenztagen im tropischen Afrika keine Minute Erholung gegönnt. Alle meine übrigen Kollegen haben acht bis vierzehn Tage ausspannen müssen, um nicht durch den Klimawechsel gesundheitliche Schäden zu erleiden. Das alles habe ich nicht getan, sondern mich mit aller Kraft bemüht, den geschäftlichen Anforderungen zu entsprechen, die an mich herangetragen wurden. Ihr Schreiben vom 16.d.M., auf das Sie sich ausdrücklich beziehen, hatte meine volle Aufmerksamkeit. Darauf kam unsere eingangs erwähnte Besprechung am 26.d.M. zustande. Herr Günzel und ich standen übereinstimmend unter dem Eindruck, daß wir am Sonnabend, den 26.d.M., zu der oben erwähnten Verständigung gekommen sind.

Am Schluß darf ich Sie erinnern an Ihre Ausführungen vom 23. März 1957:

"I received your kind letter dated 9th Feb., after which I again went to Delhi in the beginning of this month for further talks. It is not at all disappointing or discouraging but it is very tiring to negotiate with the Government Officials whose incomes are backed by Government treasury and are not dependent on their own work or private enterprise. This means they have more time than we have and if we have no patience we lose the game."

Außerdem haben Sie mir selbst mitgeteilt, daß Sie die Handicrafts-Sache bereits ad acta gelegt hatten. Erst als der Besuch von Frau Shiva Rao am 6.6.1957 in Hamburg erfolgt war und daraufhin neue Initiative entstand, haben Sie sich der Sache wieder angenommen. Nun darf ich Sie bitten, mich nicht unter Druck zu setzen, sondern mir zu gestatten, die Sache so zu behandeln, wie wir es am Sonnabend den 26.d.M., ausführlich besprochen haben. In diesem Sinne werde ich Ihnen in den nächsten Tagen den Entwurf des Vertretungsvertrages vorlegen als Diskussionsgrundlage für die endgültige Fassung dieses Dokuments, das nach Abstimmung beider Parteien in Freundschaft unterzeichnet werden soll.

Sie haben mir am Sonnabend, den 26.d.M., in Gegenwart von Herrn Günzel gesagt, daß erst dann mit der Einrichtung eines besonderen ICU-Büros und der Verpflichtung geeigneter Mitarbeiter begonnen werden kann, wenn die tatsächliche Arbeit aufgenommen wird. Damit ist nach meiner Auffassung alles in befriedigendem Sinne gesagt.

Ich hoffe, Ihnen hiermit gedient zu haben, und verbleibe mit verbindlichen Grüßen wie stets

Ihr


P.S. Lieber Herr Ganpuley!

Ich bitte Sie herzlich, Verständnis für meine unerhörte Inanspruch-

nahme zu haben. Bedenken Sie dabei, daß ich nur wichtige Vorgänge bearbeite, denen ich mich gar nicht entziehen kann. Schon seit langer Zeit versage ich mir jede eigene Initiative, da ich die größte Mühe habe, alles das arbeitsmäßig zu erledigen, was an mich herangetragen wird. Sie wissen weiter, daß ich jedes Wochenende und jeden Sonntag dazu brauche, um meine Rückstände mit Hilfe von Diktiermaschinen aufzuarbeiten. Allein darauf ist es zurückzuführen, daß wir uns in den letzten Wochen so wenig gesehen haben. Ich bitte Sie, hierfür Verständnis zu haben.

D.U.

27
KURT SEIDEL

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Abteilung:

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TELEGRAMMANSCHRIFT: JADE BONN

Bonn, den 12.11.1957

Dear Mr. Ganpuley,

I am sorry for the retarded reply to your letter of Nov. 5th, but I intended to give you a summary on the last two weeks activities. For this I had to wait for Mr. Robinson's return from Italy which was later than I anticipated.

The days in Zurich were rather confused to the fact that Mr. Jain missed a plane-connection and therefore arrived one day later than we expected, at the same time though appointments had been made for him through Mr. Robinson in Italy with handicraft experts, some of which are to reorganize and influence the Indian handicraft industry on behalf of the Ford Foundation team. This had all to be re-arranged since there were only a few days left until Mr. Jain's final departure for India. When Mr. Jain arrived I had only a few hours time to inform him about the goods to be sent from London and to tell him about the plans for the next weeks. Due to the short time we were not able to visit Mrs. Walter together as planned which was a pity because she was very much interested in meeting him. Mr. Robinson and I had visited her the day before; she is a very charming lady, cooperative and friendly and did not hold back with some of her troubles in selling Indian goods. I found the talk with her very revealing and helpful for our future dealings with Indian suppliers. Should you visit Mrs. Walter on your way to India, please give her my kind regards.

After I came back to Bonn I took a few days off since the grippe still had a hold on me and left me tired and coughing. After spending another few days in Southern Germany on behalf of my Argentinian clients I went afterwards to Frankfurt, where I had arranged another meeting with Mr. Robinson. He showed me a ~~xxxxx~~ report, written by Mr. Martinuzzi, Ford Foundation adviser to the Indian Government, which he thinks will halt the flow of Indian goods to Germany. According to this report, which will have to be taken into consideration by the ICU also, actual marketing should be postponed until groundwork has been done in adapting and improving the goods to be offered. From my experience in London and Zurich I certainly agree with him; a lot of painstaking work will have to be done at the source of the goods, the artisan himself.

But this is a long-range project, which requires great funds, time and patience. It is a project for the next years, re-shaping remodeling, adapting, without losing the Indian flavour, yes. But the next pressing problem is still the export of at least a number of items, that can be placed abroad without changing or only insignificant adaptations. This should not be forgotten if following the suggestions of Mr. Martinuzzi. Surely, new creations will come forth to a considerable degree from the influence and the ideas of the Ford team and its influence will definitely be stimulating and creative. But just as well will be of significance the actual exposing of these goods to the prospective customer, maybe in a test market or a test area, if fears of spoiling a market exist, not to halt export of handicraft articles (this is done then to an even greater degree by private companies), but to apply even more stringent measures in regard to the articles (kind, quality, packing). As said before, because of India's economic situation, there is urgent need for expanding sales, but this need not mean dumping or selling at any price.

Since this matter seems to be a serious one, we have agreed with Mr. Chablani at the Indian Embassy on Thursday and asked Mr. Dobbs of the Ford Foundation to confer with us in order to establish a policy in cooperation with the Ford Foundation.

It is quite possible, and I have voiced the desire to do so in Frankfurt, to afterwards fly to Hamburg to meet you and Mr. Bertram before you leave for India, because it seems that somehow or other we 4 firms might be working together (Mr. Robinson -INTAG- is surveying the marketing of goods of the Small Industries Board, which also include to some extent handicraft articles) and it would facilitate our cooperation if we had joint talks.

I cannot promise our coming to Hamburg, since both Mr. Robinson and I are ~~now~~ hard pressed with time and to fit in 1 or 2 days will not be too easy. We meet on Thursday afternoon and I will immediately after the decision has been made, send a telegram to you, otherwise I will send you a report c/o Mrs-Walter, Zurich or c/o Zimmer/Munich.

The actual market-research has been halted somewhat with these various travels, but I agree with Mr. Jain that it was necessary to lay this ground work first, since now I speak much more authoritative, knowing what can be offered. I have however gather from the Chamber in of Commerce in Cologne and Frankfurt directories the addresses of prospective buyers and am now only waiting for the samples, which should arrive any time time during the next week.

I apologize again for the letter so much overdue, please attribute it to my being away from Bonn. I keep you informed more frequently about the proceedings here in Bonn and might even talk to you in person in a few days.

With best regards

Kurt Seidel

29

9th September, 1957

Ga/IP

Shri L. C. Jain
The Secretary of
All India Handicrafts Board

My dear Shri Jain,

I was very much pleased to meet you at Bonn although I had given up every hope of meeting you at any time, having mentally prepared myself for having nothing to do anymore with handicrafts, the way things moved after my second visit to Delhi.

However, when I saw your name on the list of delegates of the trade mission and received your cable, a ray of hope again flickered in me and even though I had decided to keep my hands off the handicrafts I gave in and went to meet you.

I think my decision to meet you at Bonn in spite of discouraging advice from other quarters was correct. I could see that you were happy to meet me at the Ambassador's Residence in Cologne and that was enough to create in me fresh enthusiasm for the lost cause. From your talks and from what I could see with you in the form of files, I was convinced that you have taken great pains in bringing the great bureaucratic machinery consisting of conferences, discussions and forgotten files, to take decisions essential to implement all that has been said so far in a manner that suited the practical trade. You had done everything that is necessary for this purpose and set up an apparatus at home which, if allowed to function properly as planned by you, would bring the desired results.

I thank you for the confidence you have placed in me and my work in spite of unfavourable compliments paid to me by other friends. I was happy about your attitude, but at the same time was not sorry about the discouraging attitude of others.

Now as for the work, we are already late in the field. We have to make a fresh start. Perhaps I would have already established something by now had the Munich exhibition been conducted as I wanted it and the articles taken to Hamburg. Exhibition is a better medium of publicity for which we shall have to wait now for some time. However, it is better late than never.

You have already met Mr. Bertram personally and have got some idea about his standing and his organization. You have also met Mr. Schumann of Messrs. Klöper AG., another interested party to cooperate. We may find some more in the course of time to join hands with us. You have met the Indian Consul General and have his views on the matter. After having seen all things and after having had prolonged talks with me we have come to certain decisions as per enclosed form. I hope that at least this time the things would take a concrete shape and we shall see in Hamburg and in Germany an organization for the sales of Indian handicrafts.

I thank you again for all the trouble you have taken, and remain,
with kind regards,

Sincerely Yours,

30

OTTO BERTRAM & CO.



Seit 1875

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Herrn
N.G. Ganpuley

HAMBURG 36, den 1. Nov. 1957
Alsterufer 10 B/Schb.

z.Zt. Hamburg
= = = = =

Lieber Herr Ganpuley!

Nachdem ich nun den ersten Entwurf des besprochenen Vertretungsvertrages fertiggestellt habe, überreiche ich Ihnen einen Durchschlag davon als Grundlage für weitere gemeinsame Überlegungen. Ich bitte Sie um Ihre Durchsicht und Stellungnahme. Auch stehe ich Ihnen für eine Besprechung gern zur Verfügung.

Wenn der endgültige Wortlaut zwischen uns abgestimmt wird, muss der Text ins Englische übersetzt werden. Dann könnten Sie die englische Ausfertigung mit nach Indien nehmen und sie dort persönlich mit Mr. Jain und den übrigen zuständigen Persönlichkeiten durchsprechen. Dieser Weg dürfte am zweckmässigsten sein. Wohl könnte man auch daran denken, den Vertrag mit einem erläuternden Begleitbrief an Mr. Jain durch die Post zu senden; doch ist ein schriftlicher Gedankenaustausch nur ein Notbehelf und beansprucht viel Zeit. Ich möchte Ihnen die Entscheidung überlassen, auf welchem Wege der Entwurf in die Hände von Mr. Jain gelangen soll.

Wie ich Ihnen sagte, schwebt mir vor, Sie vertraglich am Erfolg zu beteiligen. Die Art, wie das geschehen könnte, bedarf noch Überlegungen. Sobald sich der Geschäftsablauf in der Praxis übersehen lässt, werde ich mir erlauben, Ihnen meine Vorschläge zu machen.

Der Vertrag soll gleichzeitig eine Legitimation für uns sein, uns bei unseren Bundesministerien in Bonn, bei den Dienststellen des Hamburger Senats, bei der Handelskammer und überall dort ausweisen zu können, wo wir die Interessen der ICU zu vertreten haben.

Sie betonten, dass die Verbindung mit der ICU sich nicht auf indische Handicrafts beschränkt, sondern dass auch andere indische Waren in Betracht kommen. Ich bitte Sie, mir mitzuteilen, um welche Waren es sich dabei handelt und ob die ICU selbst/als Verkäufer auftritt.

Ich nehme an, dass der Schriftwechsel im Rahmen des Vertrages mit Mr. Jain zu führen ist.

31

In der Hoffnung, recht bald von Ihnen zu hören, verbleibe ich

mit freundlichen Grüßen

Ihr

Anlage!

Otto Pertram

32
Hamburg 36
Alsterufer 10
1st November 57

My dear Guptajee,

By the time this reaches you, you must have reached home safe after visiting those places you had in view.

I am writing to you this letter particularly to remind you of the small Xmas order which has been placed with you on a clear understanding that the goods ordered ought to reach here between 10th and 15th November in order to take advantage of the Xmas sales or otherwise we shall be too late

You have seen and known the liking and disliking of the German people and hence while making the selection please see that the material sent are in no way inferior to those which you showed to Mr. Mayer here and give the man all the advantage in Price that you can as this will be his first adventure in that line because of my suggestion. As you will be there before the material leaves Delhi kindly see that all the material that is Silk as well as Benares Scarfs and stoles are faultless in weave and finish.

If the material reaches here by the 10th or before 15th I shall be here to inspect same. ^{By then} ~~By then~~ Otherwise I shall have to depend on your choice. Please take care that there is no delay in the despatch.

I shall be in Bombay as already informed to you by the middle of December and in Delhi by the middle of January positively, when we shall have detailed talk on the subject Continental organisation together with Mr. Jain.

Your bags and bundles have been sent to Berlin by air freight and has not cost more than Rs. 40.-- which is quite reasonable.

Please write as soon as you have despatched the material or even before that on the receipt of this letter so that I know about your having reached home safe and that you will personally despatch the goods ordered.

Thanking you and with kind regards

sincerely yours

Hamburg 5th November 57

Messrs Otto Bertram

Hamburg 36

33

Dear Mr. Bertram,

I thank you for your letter dated 1st inst together with a rough draft of an Agreement, which you would like to send to Delhi for the acceptance of ICU, after making any changes if necessary.

I have gone through this draft agreement and have already translated same. I think it is quite in order. At least the same can serve as a basis for any discussion and final agreement which should then become a legal document.

I quite agree with you that there must be a confirmed agreement between the two parties, which only can empower you to act on behalf of the Indian Cooperative Union. So far there had been only talks and even formal communications showing the good intention of both the parties to work together in the interest of the business but there was no definite agreement appointing you as the Sole representative of ICU.

If I wanted to know the actual functions of Messrs Otto Bertram and Co, the part they would play to promote the business, their responsibilities and their financial and other commitments, it was with a view to have it well defined and drawn in the form of an agreement, as you have now done. The question of commission that you should get ~~one~~ charge will be relative to the expenditure that you will have to make on this department which becomes easy to convince others when you have explained the magnitude of your work on this side.

ICU is a semi government organisation to promote export of handicrafts. Handicraft in itself has a wide range these are not only the articles which Mr. Jain has brought with him, but there is a large textile section attached to it which should be the main item in future. Apart from that when once Messrs Bertram and Co becomes representatives of this Union there are other promotion councils which should be approached and which would surely cooperate as thereby the overheads will be distributed. The Trade Delegation that returned back has already suggested to maintain a standing organisation at this end to and to see the trade with Germany.

If we can show with the organisation that we shall set up for ICU that leads to increased trade and successful helps the allround development, it will be easy for others to take decisions and join hands with us. It will all depend on how we move in the matter. It will mean some unrealistic investment to begin with, but if those in charge of the department are realistic, enthusiastic and active, you will soon see that what you want to invest today on this department will not be a waste.

Please try to find some time on Friday for a talk with me on the subject when we can finalise things.

Thanking you and with kind regards

Sincerely yours

Mr. Otto Bertram,
Hamburg

36

Dear Mr. Bertram,

After all the long weeks of waiting you gave me at last an opportunity of meeting you on Saturday to exchange our views regarding the representation of Indian Cooperative Union the newly formed export Organisation of All India Handicraft Board, New Delhi.

We have been thinking of this sales organisation since October 1954. We have corresponded and discussed on this subject very often. There was a time when it seemed that you will not hesitate spending some amount over it to make it a success, but today when we have progressed so far and the Indian side is so very keen, your enthusiasm seems to have frozen to a zero degree.

It has taken me years of hard and persistent work to convince the Government and to bring it down to a logical way of thinking as envisaged in the report of Mr. Jain on that subject, which you must have read. I have been constantly hammering into them that Messrs Otto Bertram and Co are the only right party, fit for the cooperation. For the a long time this statement of mine had received no official confirmation from the Government representatives in Hamburg or Bonn. But even that has now been obtained, so that you were now the only firm with whom any discussions regarding this business had taken place on the level of Principals to Principals.

In all the previous correspondence exchanged between me and Mr. Jain and also in my letter dated 16th Oct addressed to you, it has been clearly shown as to what Indian Cooperative Union has to do respectively is prepared to do, whereas at no time and no where have you tried to commit yourself with the part that Messrs Otto Bertram and Co was going to play. And when I wanted to get it defined and clarified, I was not very happy to see your present apathetic and attitude to this question.

Dear Mr. Bertram, I have been doing all this with a view to create a nucleus for many other Indian activities of which Messrs Bertram and Co will be automatically a centre. I have so often told you about that, but unfortunately you have no time to sit down and discuss and plan it with me, as a matter of fact to discuss with me or plan any Indian business. Any other Import and Export house in Hamburg could have been happy to have my cooperation and my connections which they would have utilised to the fullest extent to the best advantage.

Your making me and my friends wait upon you for discussions and decisions shows that you are over occupied in better and growing activities and therefore it is no wonder that you are not very particular of adding more to it. I can quite understand that you have no time ~~for it~~ to think of this proposal in all its details and hence the conclusions drawn in consultation with Mr. Guenzel that the Handicraft trade is going to be a dead weight, a white Elephant, are not very encouraging. I saw it from the note that you prepared for our Saturday talks, which was drawn without any reference to all the previous talks and my letter dated 16th October wherein I have clearly mentioned the commitments of ICU

and requested you to formulate the working of the other part that is Messrs Bertram and Co, about which I did not see a line in the note.

Please note that the proposed business is not, as you view it, a business of sinking capital without any returns. It is but natural that you look at it like that because you yourself have no time to attend to it or go deeper in the business not being your line. You have no one else in your office who could be interested to work for it intensively with understanding and love. You have no spare clerical staff in your office nor sufficient room where you can set up this organisation. Consequently you are required to set up a fresh organisation for this purpose which means extra amount that you will have to keep at the disposal of this new endeavour. But to those who are in the line and who have time and liking for this kind of business and have the necessary office room and office staff, this proposal will be an asset.

If for any reason you are still under the impression that this is going to be a losing concern, I would suggest your dropping it, if the same cannot be worked with necessary enthusiasm and good-will. There is no compulsion of any kind and it only stands to reasoning that keeping things in abeyance for long is not going to help or improve the matters. You need not feel embarrassed today if you do not like to shoulder it now having once given your word and having steadily maintained the same viewpoint all the years. It is better to say no than to keep oneself and others in suspense.

I think I made a mistake in suggesting to you this business. You are too great a party for this small business and I beg to be excused if I have taken your valuable time.

I shall be soon leaving for India and would like to see an end of this long drawn capital. May I therefore expect to have your definite proposals or even a reply in negative during the course of this week only. If we cannot come to any understanding by then, I shall inform the ICU accordingly and shall then not be responsible if the Indian Cooperative Union were to open negotiations with any other party or parties.

I have done my part to the best of my ability and knowledge and I shall be sorry if we do not agree.

Thanking you and with kind regards

sincerely yours

You have never asked Messrs Bertram and Co to be in charge of the Frankfurt Fair. You had already completed all the arrangements with Mr. Robinson long before and did not even inform me of that when I was in Delhi in January.

Given all those facilities which you gave to Mr Robinson I am sure that Mr Bertram and myself would have not have lagged behind but would have surely made a better job of it. I was to come to India in the month of November, but because of the delegation and other details which I had to settle with Bertram regarding the handicrafts sales, I was required to put off the sailing date to end of November. Then I suggested Munich instead of Frankfurt, I had my reasons. I thought you will appreciate my views in that connection as clearly formulated in my letter to you from Port Said.

My dear Jain, I am not writing this letter with any bitterness. I even today maintain all that I have written about you in my various letters, but I am only sorry that you have changed your opinion as to me... and my capacity. I should have loved to set up a successful exhibition for handicrafts with your cooperation. Had you helped me to do so, we made Munich a success. But now let us forget all about it.

I wanted to interest myself as desired by you in the proper selection of articles and was prepared to be criticised instead of criticising others. For that purpose you suggested my coming to Delhi and be there amongst you as a member of the cooperative Union, on directly interested in the execution of the Handicraft sales plans. But when I came to Delhi last, you very politely showed me the doors by paying me off for four months.

It was not for the consideration of money that I was required to shoulder the work. I could have as well done without it. I took it only because the other members took it. My main interest even today is in seeing the proper selling organisation set up in Germany for which my proposals have always been very definite.

Fear Mr. Jain you are a shrewd businessman and an equally shrewd officer and I am sure you will not object to my treating it as a question from a business viewpoint. You may differ with me or would not like my questioning but you will surely excuse me as a friend if I were to ask what amounts you spent on Frankfurt and what are the positive returns. For that what you have spent in Frankfurt and what you will spend on Munich fair, I could have set up a magnificent show room in Bombay that would have yielded positive results.

Mr. Bertram as a businessman of good repute would have always proved a right choice in cooperation with me as one devoted to my work and with definitely better knowledge of things than those whom you have chosen instead.

Again let me tell you that this is not a business letter but one written to a good and understanding friend who is interested in the development of Handicraft sales organisation on the proper lines.

Mr Bertram has already showed his readiness to cooperate by his letter to Mrs. Shiva Rao and I am always there for any fair proposal.

I am leaving for Hubli on the 15th and thence I shall go to Bangalore where I intend spending the hot month of May. My address in Hubli will be care of Samyukta Karnataka, Hubli. and in Bangalore Post Whitefield near Bangalore.

With kind regards

Sincerely yours

H. G. Ganpuley c/o

37

5th November, 1957

Export Ga/IP

Dear Mr. Seidel,

I did not hear from you anything after you left for Bonn respectively for Zurich. I learned from Mrs. Walter that you had a long talk with her and she was very glad to meet you. I also learned through her that Mr. Jain did not come there in time and so could not visit the India Stores as proposed. However, it was decided that he should come back to Zurich after his trip to Italy and from there go to Rome. I wonder if he did so.

Will you kindly let me have your comments and some explanatory letter about your visit to various places with Mr. Jain and so also the results of your investigations about the sale of Indian handicrafts in the Bonn area. I am also interested to know whether you received the articles from London. It is high time now to have this material there if you want to do Christmas sales.

Awaiting to hear from you and with kind regards,

Yours sincerely,

38

Mr. L. C. Jain
Secretary All India
Handicrafts Board
Queens Way Barrack
New Delhi
India

5th November, 1957
Export Ga/IP

My dear Mr. Jain,

I did not hear from you after your last letter to me from Warsaw. On receipt of that I have written to you on the 22nd of October care of Air India International, Rome and a copy to you at Delhi. The letter to the Air India International was redirected to me, whereas I hope you must have received the letter addressed to New Delhi. You must have returned home long ago and I now expect to hear from you in detail about your further plans and progress after your discussions with the board.

I have so far received no letter from Mr. Seidel giving me details about his investigations in the Bonn area and about his trip to Zurich where I hope you met him. I am writing to him today asking him to let me have some information at an early date. Mrs. Walter wrote to me after her talks with him. She finds him to be the right type of man for the work you have in view. She was quite pleased with the manner he went about with his work in Zurich. I was glad to receive these lines from her which I communicate to you for your information.

In order to make a beginning of real work here there are two very important items which you should attend to first.

1.) As a business man Mr. Bertram desires a real agreement from the ICU appointing his firm as a representative of the Union in Germany, as without this legal tender he cannot register himself with the Chamber of Commerce and other places or declare himself as your representative. He must have this agreement in hand before he can proceed to work respectively to write to those parties whose names and addresses the Union has sent to him some time back.

2.) The second important thing is a complete range of samples with cif prices etc. It should be there before he starts writing or advertising and canvassing for these articles.

In order to make a beginning Mr. Bertram has drawn out a tentative agreement which I am enclosing herewith for your consideration. If you find this in order kindly have it signed and send the same back to Mr. Bertram at an early date. Only with this documentary evidence in his hand he can proceed and establish an organization at this end.

I shall be leaving this place on the 16th inst. and after a stay of a couple of days in Munich and four or five days in Zurich I shall go to Genoa to take my boat on the 30th November. I hope I receive a reply to this letter before I leave this place.

5th November, 1957

Mr. L. C. Jain, New Delhi

Going about in the city I am seeing now a good lot of Chinese, Japanese and Egyptian handicraft material in the show windows. Chinese and Japanese embroidery and other needle work are superb and also not very expensive. We shall have to do a great deal to educate our handicrafters in finishing their material in an attractive manner. I am sorry that we were not able to put some of the Indian articles in the show rooms this Christmas. Brass ware, however, from Moradabad is to be seen everywhere. *hoke*

Dr. Shablani, Bonn, writes to inform me that he has no information about handicrafts participating in the coming Frankfurt Fair. Please let me know if we are definitely going to participate in the Frankfurt Fair or any other fair on the Continent.

Thanking you and with kind regards,

Sincerely yours,

N. G. Ganpuley c/o

W

GANPULEY & CO.

Export and Import



TELEGRAMS: GANPULEY

— TELEPHONE: 44 88 13

— TELEX: 0211177

Mr. L. C. Jain
Secretary All India
Handicrafts Board
c/o India Stores

10, ALSTERUFER 22nd October, 1957
HAMBURG 36, Export Ga/IP

Schoffelgasse 3

Z u r i c h

Switzerland

My dear Mr. Jain,

I hope you have received my last letter written to you care of Indian Embassy, Prague. Since then I have nothing from you to acknowledge. I hope you had a pleasant trip to Prague and Warshaw and have got some interesting information in both of these places which could be profitably utilized for the development of handicrafts in those areas.

Yesterday Mr. Seidel came to me after his trip to London and told me all about the material that is lying there in the cellars of India House. It is a pity that a good lot of material was lying idle for a long time and I.C.U. had to pay about Rs. 5000.-- for storing charges alone. According to Mr. Seidel the material now lying there is the residue of all that was there for the last few years from which people had sorted out all the goods that they wanted, so that Mr. Seidel could not find much. It seems he has still chosen out goods worth about Rs. 6000.-- for which the lists were not still there. Mr. Seidel promised to send me the lists of articles after he received same from India House.

I have paid to Mr. Seidel yesterday DM 628.--. This amount includes his trip to London which cost him DM 428.-- plus DM 200.-- for the October remuneration for his work in the Bonn area for analysing the market for handicrafts. I have so far received no definite report from him on that subject. however, he has promised to send one before I leave this place.

Mr. Seidel has taken with him your bag containing the samples which you are going to take with you.

I would like to hear from you about your impressions after seeing the India Stores in Zurich and your general information regarding trade in Poland and the Czechoslovakia.

Messrs. Bertram & Co. received a letter from I.C.U. dated 12th October giving them a list of all those people who have approached you for samples and prices during your trip here, so also a list of addresses of those people who have written to I.C.U. as a result of the Munich Exhibition. In order to enable Messrs. Otto Bertram & Co. to write to them, the first essential thing is to be in a possession of all the samples and prices against which one can make out offers. Naturally therefore Messrs. Bertram & Co. can only write to them informing that they would hear from them in due course or perhaps direct them to the coming Frankfurt Fair which will be the real beginning of the business for handicrafts.

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letter dd. 22nd October, 1957 to Mr. L. C. Jain, Zurich

page: 2

I think we shall have a good deal to do in making out a complete collection of several handicrafts for the Frankfurt Fair. I have already given indications of the articles to be chosen in my letter to you in February of this year when I wanted to prepare for the Munich Exhibition. I think if you ask the people to sort out material for the Frankfurt Fair on the basis of that list it will be easy for me to make out the final selection when I am there in January.

Thanking you and with kind regards,

Sincerely yours,

N. Ganpule

P. S.

I just received your letter dated 17th October from Warsaw. I am glad to learn that you have fared well in Prague and were quite excited about what you have seen in Poland. I doubt I shall be able to catch you in Zurich and hence I am addressing this letter care of Air India International, Rome, where you will be taking the plane for India.

I quite appreciate what you write about Mr. Seidel. As I do need good working people at this end, I think it won't be bad training young men of this type. I am considering seriously of getting the cooperation of Mr. S. Gupta whom you know. I shall talk to him without committing myself and either write to you or we shall talk about it when I am there.

Yesterday Mr. Guptajee came here. He is very much upset about his people in Berlin against whom he is having a process. He is still thinking over his talks with you and will contact you immediately he is in Delhi by the end of this month. It will be nice if people like him would take sense and cooperate with I.C.U. in the effort of marketing Indian handicrafts in foreign countries.

I shall be meeting today together with Guptajee Mr. Köster of Klöpffer AG. as a good many articles left there belong to Guptajee, who is in a position to quote prices etc.

I shall be having a detailed talk with Mr. Bertram regarding the functions of Messrs. Otto Bertram & Co. vis-à-vis all that I.C.U. will be doing. More about it in my next letter.

NS

Kind regards

Inge

42

Mr. L. C. Jain
Secretary All India
Handicrafts Board
c/o India Stores
Schoffelgasse 3
Z u r i c h
Switzerland

22nd October, 1957
Export Ga/IP

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22nd October, 1971

Mr. L. C. Jain, Zurich

43

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44

12th September, 1951

Export Ga/IP

Shri L. C. Jain
The Secretary of
All India Handicrafts Board

^{Savoy}
Hotel Breitenbacher Hof
Düsseldorf

My dear Shri Jain,

I confirm your phone message this morning and send you herewith a letter which I had already written for you and my comments on exhibitions. Further I am enclosing herewith a small note which I had already prepared before I came to Bonn and to which I have added a few things today. You will kindly go through these things and cut out what you think superfluous in it and add whatever you find necessary, and then send the same back to me so that I can get it either typed or re-duplicated to be presented to the members of the delegation when they come here.

The most unfortunate part in the whole thing is that these days Mr. Bertram who is the real person in the whole show has not been available for me because of his various engagements, so that I could not sit down with him to draw out a definite programme of your visit and for the future. I shall have to wait till his return from Africa by the end of this month to go ahead with my work. That does not mean that nothing will be done in his absence. I shall talk over the matter with Messrs. Klöpper AG. and with other parties whose names you have mentioned or who I may be able to contact at a later stage.

I have already put off my sailing date to the 30th November instead of October 30th so that I have clean 2 months before me to arrange somethings after Mr. Bertram's return.

Thanking you,

Sincerely Yours,

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Mr.
Kurt Seidel

15th Nov., 1957
Export-Dept. Ga/Si

B o n n
Hausdorffstr. 97

Dear Mr. Seidel,

I acknowledge receipt of your letter dd. 12th Nov. and I noted contents.

I am quite pleased to read the account of your travel to Zurich and your various talks with Mr. Robinson in connection with handicraft sales organisation. You are quite right that a lot of changes should be necessary before articles suiting to the taste of the European public could be offered. However, before such changes take place we cannot stop sending out material to these countries. One should make right selections from what we have got there and keep on improving the rest.

You have seen that Mrs. Walter has established herself quite well in spite of all the draw backs regarding this supply position. A good deal has to be done in the manufacture, the finish, the presentation, packing and the like. Apart from that one has also to see the production is large enough to meet the growing demand.

I am leaving this place on the 18th inst. and shall be in Munich till 22nd. I shall then leave for Zurich where I stay till 28th evening and then go to Genua to take my boat m/v "ASIA" sailing on the 30th inst. You can reach me at any of these places. I request you to kindly write to me again either at Munich or Zurich address.

Yesterday I had a cable from Mr. Jain acknowledging my previous letters and informing me that he will write to me in details soon. I expect his letter either here or in Munich.

Thanking you and with kind regards,

Sincerely Yours,

Muenchen, 20th Nov. 57

Mr. Kurt Seidel
Bon
Hausdorffstr 97

46

Dear Mr. Seidel,

I received your telegram on Saturday when I went to office and just at a time when I was to leave Hamburg. Therefore I could not instruct the Bank to transfer any money. Today I am asking the Bank to transfer to you DM 345.50 to your account for the expenses to Switzerland and also for November remuneration

I think instead of sending a telegram at the last date you would have done well in writing to me in details. As a matter of fact I am so far missing all your reports pertaining to marketing of Indian handicrafts for which Mr. Jain has particularly chosen you. You have promised to send the same to me but I have so far received nothing except for your letter where you say what the Ford Foundation experts have to say.

You have written nothing about your impressions after seeing the India Bazaar, the articles Mrs Walter is selling, your analysis about the sale of those articles in Germany, the possibilities and difficulties and how to overcome them, the manner in which the sale or animation could be successfully established and such other things pertaining to this trade were essential factors that I should have liked to know before I left for India. But I am sorry I have nothing from you of that nature to show to Mr. Jain whereas, I am taking with me quite an interesting informative material from Mr. Zimmermann.

Please therefore see that I receive your comments and analysis of the marketing possibilities at least to my address in Zurich care of Mrs Walter where I am till 23rd evening so also send to me there a small statement of expenses of the trip to Zurich for which I am sending to you the amount. I shall have to present this to Indian Cooperative Union to get my money back.

Did you receive the articles from London? If you have received them I should like to have our views about the same.

I have nothing more to write today. Please give my regards to you and with kind regards

Sincerely yours

3 Bastion Road, Fort
Bombay.1
20th Dec 57

Mr. L.C.Jain
Indian Cooperative Union
Jan Path
New Delhi

47

Dear Mr. Jain,

I wrote to you yesterday acknowledging your telegram asking me to proceed to Bangalore.

With that letter I have also sent to you prices and illustrations for Hand Bag Fittings the use of which will increase the standard and also the demand.

Then there is one other thing that I forgot to write to you. With me came Mr. Seth and Mrs Seth from London. They are connected with Bata works in Batanagar. While talking about Handicrafts we discussed the question of manufacture of shoes by handworkers at Ra and other places. You wanted me to procure for Indian handworkers the German Industry Norms for this Industry. I tried but did not get any satisfactory reply. I therefore discussed this with Mr. Seth who is of opinion that if approached by Government organisation like ours one could come to some understanding with Bata for the supply of completely cut soles and uppers for every type of shoes which can then be stitched by our workers at Home and finished. This will guarantee the correct sizes and also the right type of material. Naturally the resulting article will be the right one. I think the proposal is worth considering and put into practice. We can then supply also the Russian requirements in hand made shoes and men like Guptajee need not boast of it.

Again today I received information from Hamburg from the party whom I had prepared to place a small order with Guptajee with a view to make a ~~big~~ beginning somewhere. He was refused licence to import on the ground that he should apply when fresh quota will be given for Indian Textiles. In the first place it is not correct to mix up Benares schals and Stolas or printed silk scarves ~~in~~ with textiles and then to place all this one pot of silk or textiles about which I have already written to you. The man had to go all the way to Frankfurt to fight his point and ultimately got a licence for RM 4000. This attitude is not going to help us and therefore you will have to take up the matter with German Commercial Counsellor at once. You know von Keiser and if he is there I am sure he will guide us. Something ought to be undertaken in this direction very soon.

Enclosed please find a statement of account for the money which I have actually paid in Germany on the account of ICU. I have not shown therein my part of remuneration. Kindly go through the statement and ask for clarification if needed.

I expect your letter in care of Samyukta Karanatak Hubli in reply to my various communications including one from ~~Port~~ Port Said and the future plans.

I shall be in Hubli on the 23rd and after a stay of day or two got to Bangalore via Bijapur. At Bangalore I shall study the Handicraft of that province.

Thanking you and with kind regards

sincerely yours

Stuttgart

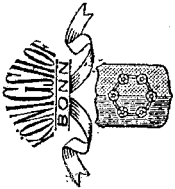
9 September

Dear Mr Ganpuley:

We are having a good trip and will soon be in Hamburg. There are a few points which need our mutual consideration.

1. There is a firm in Mannheim who have asked for details and quotations of Kashmir Namdaks! I have written to Delhi to get these ready. They also want some horn binds and Ivory things as samples. I have written to our Newdelhi office to get these articles ready but to await my advice before final despatch. We have to decide whether these samples should not go through the Bertram & Co. I would personally like that. Newdelhi can send these to Bertram & Co. and they should contact this party in Mannheim. Bertram Co. will also have to quote their price adding their margin. Please discuss with Bertram & Co. and let me know the decision urgently.
2. Before Mr Bertram leaves for Africa we may request him to (a) select space in his office bldg which will be used as sample room for Handicrafts. I will leave the samples there and will also have a personal idea of the place selected. (b) Is there any one by name whom we can address by name in Bertram & Co. on these matters as I am sure we can not worry Mr Bertram for details and day to day things. (c) from what date can we start telling people to refer their enquiries to Bertram Co.
3. During this week several names have been suggested to me of wholesale buying offices of chain-stores: Hertie of Hamburg, Köster at Dusseldorf, Karstadt in Essen. I will also appreciate your contacting the following persons whom I wish to see while in Hamburg:
 1. Mr. Höfler, Werebe abteilung, Jungfernstieg, Hamburg (as suggested by one Mr Förster of Mannheim)
 2. Messrs J. Gilbert Ue Caül, alsterhaus (who are the purchasing Union for several stores.
 3. Any market research organisation (consumer goods) in Hamburg which we use if necessary, if you can loca

1/5



HOTEL KÖNIGSHOF
BONN A. RH., DEN

PS Do you want me to come
earlier to ~~Bertram~~ Hamburg,
I will have to cut out Bertram
in that case. PS it is advisable

4. I find that you had kept some papers in my file.
I will hand them over when we meet, unless you
want me to mail them earlier.
5. Where would you like to arrange for the display
of handicrafts in Hamburg when we come on there
the week after. I personally think it will be better
to do it in Bertram Co.'s office and we invite
different people to come there to see the sample
and hold discussions. This will also help them to
appreciate the role of Bertram Co. and our relations
with them. Please let me know.
6. Kindly prepare an outline of program you would
like me to follow after my work with the delegation
is over on the 28th sept - places, dates, days in
each place, exact nature of work to be done each
place etc, estimated costs.

regards

L. C. Jain
L. C. Jain

Absender ist nicht das Hotel

Telefon: Sammel-Nr. 3 18 31 · Fernschreiber: 0886 535 · Telegr.-Adr.: Royalhotel Bonn

FÜR DIE DAME
Kostüme, Mäntel, Kleider
Maß-Anfertigung
Maß-Konfektion
Modisches Beiwerk

Hans Kemp & Sohn
HOFLIEFERANTEN
IN DER SURST 4
FERNRUF 3 43 58

FÜR DEN HERRN
Anzüge, Mäntel, Wäsche
Maß-Konfektion
Krawatten, Schals
Handschuhe

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C O P Y
=====

Letter of 12. September, 1957, from Mr. L. C. Jain to Mr. N. G. Ganpuley

Dear Mr. Ganpuley,

I am sending this letter with the courtesy of Guptajee who has been good enough to carry it.

I have explained to Guptajee the entire position as we have discussed and the discussion I had with Mr. Bertram. When Guptajee mentioned that he wanted to meet Bertram also, I was only too happy because it is better that all these people understand the whole idea fully and know the details as well as the persons involved. I am hopeful that the meeting will bring out good results.

In my discussion with Guptajee there were some points which arise. You and I have discussed them, but they might have been discussed by you with Mr. Bertram. I had no opportunity to do so.

These are:

- 1.) the basis on which we send goods from India. As I understand it, the position is that we send the goods (according to selection of Mr. Bertram) to Hamburg. After the goods have been received and checked Messrs. Bertram & Co. will pay us.
- 2.) Messrs. Bertram & Co. might allow credit to wholesalers for reasonable period as might be the practice in Germany. I understand that credit is extended from 30 to 60 days on usual terms.
- 3.) The goods at the free port will be kept in Bertram's warehouses.
- 4.) Messrs. Bertram & Co. will set aside one room as sample room where the samples will be on permanent display.
- 5.) They will establish contact with the appropriate buyers or business in Germany who deal with the types and items offered by us. This means they will have the necessary staff for this work.
- 6.) You mentioned that Bertram's may charge about 5 % margin for their services. You might have this specially discussed and cleared with Bertram.
- 7.) Then at the Indian end the Indian Coop Union will be the collaborators of the Bertram & Co. Neither will the Indian Ccp Union deal directly with any other German buyer nor will the Bertram & Co. deal directly with any Indian supplier. Any references or business enquiries received by the either of the parties will be referred to the other party for mutual consideration.

Thus a strong and straight forward link will be set up for an assured good quality service.

- 8.) Guptajee mentioned the idea of registering an Indian Merchandize Corporation here. So far as I am concerned I will let Mr. Bertram decide this matter. He may like to set up either a department of Indian Handicrafts - same as he has so many other departments now. Or he may like to set up a corporation here. This is entirely for you and Mr. Bertram to decide. I am just well as happy with Bertram & Co., who have a good name and good-will.
- 9.) Guptajee also wants that goods from India should carry the labels of each manufacturing organization. Now you know, I will have no objection whatsoever, but so many of our Indian exporters and manufacturers do not have any business ethics. As soon as Bertram would have promoted the item, they might approach the wholesalers directly and create an embarrassing situation for us all. Guptajee might be an exception, but we have to follow a course that will apply to all equally.

Anyhow, I have told him, that I will find a compromise for this. And I

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propose to have it in my mind and look for a solution, satisfactory to all.

- 0.) Now, GuptaJee may like to discuss these or any other aspect with you or Bertram. Since you are the only person who knows the whole thing better than any one else, I hope you will be able to give him the full picture and satisfaction on all these points.
- 1.) After this trip, I am even more strongly convinced of the necessity of the arrangement with Bertram - and whether other people cooperate fully or partly or not at all, the Indian Coop. Union will like to go ahead with it in any case.
- 2.) Now, for arrangements for the trade delegation at Hamburg I will write to you a full letter to-morrow.
13. Kindly have a copy typed and given to me of this letter - as I have not typewriter with me.

I will also appreciate your sending me a brief note of the discussions with you and GuptaJee and Bertram will have to-morrow, with one copy if possible or by mail at the above address.

Rest tomorrow - regards,

Yours

L. C. Jain

52

Dusseldorf 14 september

Dear Mr Ganpuley:

Many thanks for your letter of 12 th with enclosures and of 13th september which GuptaJee brought personally.

2. I am returning your memorandum (to the delegation). It is fine. The delegation is leaving here on Thursday morning now for Hamburg (as Hannover visit is cancelled). I would suggest your sending 25 copies to Lala Bharat Ram with the request to circulate it to members at Dusseldorf - so that everyone has read it before their arrival in Hamburg. In Hamburg everyone will be so busy that it might lose its value. In Hamburg we are all staying at the Atlantic.

3. I think the Lloyds Bank is an affiliate of the Chartered Bank, and you might kindly enquire whether they have received my money (about 50 pounds). In any case I have cabled Delhi for clarification.

4. I am very glad that GuptaJee went to Hamburg. I am also happy about the note he prepared there. If Bertram also approves of it, I think people in Delhi will also agree. Anyhow, we will discuss these further when we meet. I am only too glad that gradually the prospects are improving from all sides.

5. Last night I talked to Chabblam about the next Frankfurt fair. He will support the idea to let Bertram be the principal organiser on India's behalf (for such items as we may develop with Bertram) and on the lines suggested in your note for the exhibitions. Before I leave Germany I will try to get it into specific shape.

6. I am advising Delhi to send all the samples, for which I have received enquiries so far, to Bertram & Co. who will forward them to the respective customers with suitable price quotation.

7. Yesterday, we spent the whole day at Kaufring - a cooperative purchase agency for 365 stores. My samples have arrived (hurray!). They have asked for only Basketware samples which I am asking Delhi to send to Bertram & Co.

53

Palasthotel Mannheimer Hof



Messa Feyn Wockermann
Bosenbrücke "

ANNHEIM
Augusta Anlage 4-8
Telefon 45021
Telegramm-Adresse: Mannheimerhof
Fernschreiber 046-443

A. STEIGENBERGER
HOTELGESELLSCHAFT KG. & A

FRANKFURT AM MAIN
HOTEL FRANKFURTER HOF
HOTEL MONOPOL-METROPOLE
VEINGROSSHANDL. FRANKHOF

BAD HOMBURG V.D.H.
RITTER'S PARKHOTEL

BADEN-BADEN
HOTEL EUROPAISCHER HOF
BADHOTEL BADISCHER HOF
HOTEL REGINA

BAD REICHENHALL
GRANDHOTEL AXELMANNSTEIN

DUSSELDORF
PARK-HOTEL

STUTTGART
HOTEL GRAF ZEPPELIN

8. I am anxious to meet some of the Market Research organisations. I hope this can be done at Hamburg.

9. As regards display of samples, the kaulring people here had arranged at their wholesale house quite like the Klöpper's we saw together. There were long tables provided for opening and display of samples, some assistants helped in opening boxes and repacking at the end. This was very much appreciated by the delegation. I hope Hamburg will give similar facility.

10. Now the most important question. Most members have a feeling that although they have been looked after well in hospitality, they have really not met their counterpart importers or interested parties. Now this is something which you must help to fulfill in Hamburg or else many people will go disappointed. You know the different interests in the delegation: textiles, ores, oils, pepper, coffee, tea, handlooms, handicrafts, leather, sports goods, tobacco. Even if not in all, at least in some respects you might be able to help. Some one from Bertram Co. must come to the Chamber meeting also. I hope Mr Gunzel will also have some time to spare. I hope you can invite some to visit Bertram's offices and his lovely office.

11. I met Mr Zari and the Zimmers in Munich. Zari was my class fellow in college! I also saw Miss Prasad - who is related to my very good friends in Delhi. In fact my apartment in Golf Links Road belongs to her uncle one of whom is ICU's representative in Srinagar! I have told her that we will employ her if she comes back to Delhi. If she wishes to stay here we can employ her as your assistant. She has promised to write to me.

With regards,

Bankverbindung: RHEIN-MAIN BANK AG. Depositenkasse am Wasserum, gegenüber dem Hotel



SH

Düsseldorf,
Breitestraße 2-6
Telefon: 2 05 41

①

12. Oktober 1957

Dear Mr. Campbell —

I am sending this letter with the
courtesy of Cunha who has been good
enough to carry it.

I have explained to Cunha the
entire position as we have discussed
and the discussion I had with Mr. Bertram.
When Cunha mentioned that he wanted
to meet Bertram also, I was only
too happy because it is better
that all these people understand the
whole idea fully and know the
details as well as the persons
involved. I am hopeful that the

ter gleicher Leitung Hofkonditorei Bierhoff seit 1856. Führend im Westen



COMMERZBANK-BANKVEREIN
AKTIENGESELLSCHAFT



Einlösung von
Reiseschecks

Zentrale DÜSSELDORF · Breite Str. 25
Depositenkassen in allen Stadtteilen

Umwechslung
fremder Geldsorten

meeting will bring out good results

In my discussion with Guploice there were some points which arose. You and I have discussed them — but these might have been discussed by ~~with~~ you ~~best~~ with Bertram. no opportunity to do so.

These are:

- ① The basis on which we send goods from India. As I understand it, the position is that we send the goods (according to selection of Bertram) to Hamburg. After the goods have been received & checked the Bertram & Co. will pay us.
- ② The Bertram & Co. might allow credit to wholesalers for reasonable period as might be the practice in Germany. I understand that

56

(3)

Credit is extended from 30 to 60 days on usual terms.

- ③ The goods at the free port will be kept in Bestram's ~~godowns~~ warehouses.
- ④ Bestram & Co. will set aside one room as sample room where the samples will be on permanent display.
- ⑤ They will establish contact with the appropriate buyers or business in Germany who ~~will~~ deal with the types of items offered by us. This means they will have the necessary staff for this work.
- ⑥ You mentioned that Bestram's may charge about 5% margin for their service. You might have this specially discussed & cleared with Bestram.
- ⑦ That at the Indian end the Indian Corp Union will be the collaborators of the Bestram & Co. Neither will the

Indian Corp Union deal directly with
 any other German buyer nor will the
 Bertam Co. deal directly with any
 Indian Suppliers. Any references or business
 enquiries received by the either of the
 parties will be referred to the other
 party for mutual consideration.

Thus a strong and straightforward
 link will be set up for an assured
 good quality service.

⑧ Gupthajee mentioned the idea of
 registering an Indian Merchandise
 Corporation here. So far as I am
 concerned I will let Mr. Bertram
 decide this matter. He may like to
 set up either a department of Indian
 Handicrafts - same as he has so many



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Düsseldorf,
Breitestraße 2-6
Telefon: 2 05 41

the departments now, or he may like to
set up a Corporation here. This is entirely
for you & Mr Bertram to decide. I am just
well as happy in Mr Bertram & Co who have
a good name and good will

(9) Gupherjee also wants that goods from
India should carry the labels of each
manufacturing organisation. Now you
know, I will have no objection
whatsoever, but so many of our
Indian exporters & manufacturers do not
have any business ethics. As soon
as Bertram would have permitted
the item, they must approach the

Unter gleicher Leitung Hofkonditorei Bierhoff seit 1856. Führend im Westen



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wholesalers directly & create —
 an embarrassing situation for us
 all. Cupherice, might be an
 exception — but we have to follow
 a course that will apply to all
 equally.

Anyhow, I have told him, that
 I will find a compromise for
 this. And I propose to ~~discuss~~^{have}
 it in my mind and look for
 a solution, satisfactory to all

- ⑩ Now, Cupherice may like to
 discuss these or any other —
 aspect with you or Bestram
 since you are the only person
 who knows the whole thing
 better than any one else. I

Hope you will be able to give him the full picture & satisfaction on all these points.

(11) After this trip, I am even more strongly convinced of the necessity of the arrangement with Bertram — and whether other people — cooperate fully or partly, or not at all, the Ladom Corp. Union will like to go ahead with it ⁱⁿ any case. (As the trade delegation)

Now, for arrangements at Hamburg I will write to you a full letter tomorrow.

(12) Kindly have a copy typed & given to me of this letter — as I have no typewriter ~~at~~ with me

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I will also appreciate your sending
me a brief note of the discussions
which you & Crompton & Bertram
will have tomorrow - with Crompton
if possible or by mail at the
above address.

Best tomorrow regards

Yours,

(Crompton)

EXCHANGE
Travellers Cheques
Letters of Credit



CHANGE
Chèques de Voyage
Lettres de Crédit

62

13th Sept 57

My dear Shri Jain,

Mr. Guptajee arrived here this morning. As I did not receive his telegram in time I could not go to meet him at the station. However, as you had given to him my address he could drive to my place direct and could find me awake and alive to receive him.

He brought with him your letter. There was nothing in it that was very secret. On the contrary I see that you have been quite accommodating and with a desire to meet every one half way. This has naturally strengthened my back and I could very frankly discuss with Mr. Guptajee the business in all its details. I think all of us do not differ much and there is every possibility of finding a way which will help us all to build up the planned export trade on sounder basis. We shall have to talk out the details at leisure and there should be nothing that we cannot overcome.

Some thoughts on this subject have been those formulated on the enclosing sheet of paper, as were presented to Mr. Veritas for his consideration. You can think over these and discuss some of them with Mr. Guptajee when he meets you tomorrow.

Mr. Veritas is flying tomorrow to Price returning back sometimes by the end of this month.

We tried to contact Mr. Lode of Messrs. Loepfer & Co. but could not get him as he had just returned from Cologne and was busy with some important transaction which he closed there, and therefore it was not possible to meet him personally. Mr. Veritas however gave us good news that Messrs. Loepfer shall be reorganised as the purchasing organisation for the author people whom you have met in Cologne, and that Mr. Lode is interested in the handicraft project.

Their room should be made available to us for the display of samples during your stay here. Later on other arrangements would be made.

I am enclosing here the copy of the letter which you sent to me with Shri Guptajee.

Cheer after we meet. With kind regards

sincerely yours

63

17th Sept 57

My dear Shri Jain,

I received your kind letter dated 14th inst and noted contents.

The memorandum found to be alright and returned by you has been immediately re-duplicated and 25 copies of the same have been mailed to Nala Bharat Ram as desired by you.

You will see therefrom that everything is promptly attended to and I am working well in advance on the line of thoughts common to us.

You do not write if you were able to see the painter in Stuttgart, eager to start Indian handicraft centre there. However, you have seen that some work is already being done in Luenchen, and my suggestions to meet Mr. Hari and Miss [unclear] were correct.

I enquired at the Chartered Bank, but so far there is no advice regarding the transfer of money. I shall immediately be informed.

I am of the opinion that we can come to some amicable arrangement with Gupta even though, he will not say but to come as a matter of fact we have to come to working arrangement with others also, in a such as, ICU has to do a turn-over and profits but an all round increase in the output of handicrafts that is to bring better to handwork. [unclear] will agree to proposals put forward by Messrs Gupta if the same were not to be in conflict with the same made by you. Assistance will be given to ICU and to [unclear] in consultation with ICU.

I am glad you had talks with Mr. Jhablani and worked him to pull in line with us. As a matter of fact I have absolutely nothing against any person so far he thinks in terms of the country's interest.

Let the samples come by always to Betram and be distributed from there.

I am eager to know about the talks you had with various parties during your trip.

Display of samples. We shall be meeting Mr. Schmann tomorrow or day after and arrange for the display in their rooms.

I am also meeting today Mr. Heyn of the Ostasiatische Verein who are organising your programme here together with the Chamber of Commerce. I shall tell him about the feeling of the members and request him to invite as many importers as possible.

I shall be glad if I should be able to have the confidence of the delegation, as I think I can do something if things are left to me.

More when we meet. With kind regards

Sincerely yours

64 Hamburg 28th Sept 57

My dear Mr. Betram,

I am again leaving for Bonn respectively to Cologne to attend the ANUGA Fair and the opening ceremony of the Indian Pavillion for which you were also invited. I shall return back on Wednesday Morning, by which time I hope that you must have also arrived from your long, tiring and interesting trip to Africa.

The Delegation was here and the members had an interesting time in Hamburg. Mr. Köster of Messrs Klöpper A.G. could see some of the exhibits displayed in the Chambers of Commerce. Both Mr. Jain and Guptajee were here thrice and intend coming here once again to finalise the whole thing.

Mr. Jain wants to fly to London on the 5th October and must have final talks with you and Mr. Rohde. Mr. Jain is prepared to do everything to make our work a success but now we must make a beginning. I know you will be very busy after your arrival here but as Mr. Jain cannot stay here for long time, I hope you will make it possible to meet him when he comes here on the 3rd. That will be the final and last visit of his. The report which he has written in connection with handicraft Trade as a member of the Delegation is very interesting. I shall bring with me a copy of the same when I come back.

Now in order to be very sure about your meeting Mr. Jain, I should propose your phoning to him in hotel Königshof immediately on your arrival and fix with him a date. He wanted to come with me on Wednesday, but I think that 3rd of October or even 4th will be better for you.

Kindly in the meantime try to get in touch with Mr. Rohde and see that he is also available on that date. You will see that you have been accredited as the representative of the Indian Cooperative Union which is a semi Government body with all the Government resources to back it. Mr. Jain is even prepared to send out stock to the tune of Rs 10,000 and also help us in every other way. He has fullest understanding that the work in handicraft is not easy. But now it is a question of prestige both to Indian Cooperative Union and to us to make this a success.

Please note that for this purpose you will have to ~~set~~ float a separate company and must have a separate office. There is no place in your present office even for me to sit leave aside place to display the goods. I shall talk to you in this connection at leisure but not very late.

Mr. Jain has studied the things thoroughly and now he wants to take decisions. Will you therefore be so kind as to fix at once a date for him before the 5th when he flies to London. He has to go to Prague and Warsaw also and hence he will like to see that everything is settled with you first.

With kind regards

sincerely yours

64
Hamburg : 28th Sept 57

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With kind regards

sincerely yours

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Camp: Dusseldorf
17 September 1957

Dear Mr Ganpuley:

In the last two days I have had invitations from Warsaw and Prague to visit their cooperatives. I have therefore prepared my revised itinerary (enclosed). Would you be good enough to have about two dozen copies made of the itinerary as I have to mail it to many people.

2. Have you been able to locate the agents of the Lloyds Bank in Hamburg ? I will also appreciate if you could spare a little money for me. That's all about money.

3. I have purchased some samples of things here which would help us in India. I am bringing them to Hamburg and you may kindly have them shipped or airfreighted to India,

4. Is there a shop in Hamburg where we can go together and buy some samples of the fittings and equipment and aids used by window-decorators.

5. The delegation will be in Bonn till the 1st October to complete its report. I have kept another 4 days for anything else you may want me to do.

6. Again, let us visit a shop in Hamburg where we can buy the fittings used by jewellers, and bag makers and purchase some samples.

7. Day before, I lunched with Chabblani at his residence. Aiyer, Alexander and Sagar chand were also there. The small industry people also want an arrangement with Bertram ! Isn't that wonderful ? At my suggestion, Aiyer's travel plan has been changed and he will come to Hamburg on 22nd and we must meet together to consider his problems and proposals.

8. Chabblani had also invited a man from Stuttgart who wants to set up a company for Handicrafts imports and sales. I told them that so far as importation was concerned Bertram & Co. will do that. But this man can buy wholesale from Bertram. Finally, I suggested, and it was agreed that this gentleman might meet Bertram & Co. and work out a satisfactory arrangement with them - possibly when I am still here. I will give you his name and address when I come to Hamburg.

9. My samples are here and I have shown them to several people. All samples have not come but there are quite a few. I will ask Delhi to send more which you might like to have.

10. Guptaajee said something vaguely about meeting Bertram again after 1 October, to discuss the final arrangements. Let me know the final word. Best when we meet shortly,

Lakshmi Jais

66.
Lieber Otto,

25 Sept 57

Danke fuer Dein Schreiben vom 19 ds. Gesternfrueh ist die Delegation nach Bremen weitergefahren aber wann ich Dir jetzt gerade dabei bin Dir diesen Brief zu schreiben geht das Telefon und Herr Jain und Herr Guptajee melden sich zurueck um wieder einen Tag mit mir zusammen zu sein.

Ja die ganze Reise der Delegation war falsch geplant und durchgefuehrt. Die Herren waren damit gar nicht einverstanden in dieser Weise umher geschleppt zu werden. Nur in Hamburg konnten sie die Herren Kauffleute sprechen die fuer sie in Frage kamen

Herr Dr Sen kam hier erst am Montag. Ich sah ihn nur bei einer Coctail Partie bei dem General Konsul am Abend. Er erzählte natuerlich mehr von Schiffen und seine Besprechungen mit Kaufhof und dergleichen was mich gar nicht interessierte. Ich konnte sehr wenig aus ihm betreffs Manganerze herausbekommen. Naechsten Morgen sind die Herren nach Bonn weitergefahren. Es tut mir leid fuer die Arbeit die Du gemacht hast aber ich glaube dass eines Tages die Informationen Fruechte tragen werden.

Das positive was ich bei dieser Zusammenkunft erreichen konnte ist die Verkaufsorganisation der Handicraft. Man ist bereit mich in jeder Weise zu unterstützen. Benötigende Muster zu senden, Die Ware nicht gegen Zahlung dort sondern gegen Zahlung hier nach der Inspektion zu senden, auch wenn noetig Ware bis 100.000 auf Konsignation zu senden, Die Waren nach dem Wunsch der deutschen Kunden herzustellen, überhaupt vieles fuer den deutschen Geschmack passend herzustellen.

Stelle bitte zusammen eine Bestellung fuer solche Waren die Du denkst in Weihnachten verkaufen zu koennen, wenn selbige bis Ende Oktober hier eintreffen koennten. Sagen wir zuerst bis DM 10.000. Ich werde dann die Bestellung sofort wie an Herrn Jain aushaendigen und da fuer sorgen dass die Ware rechtzeitig hier eintrifft. Man konnte vorlaeufig dieselben Lieferanten bedienen nur wird die Abwicklung der Geschäfte über die Indian Cooperative UNION Delhi erfolgen, indem die Lieferanten die Zahlungen dort erhalten und Du zahlst gegen Auslieferung der Ware hier. Es kommt nur einen Preisaufschlag von 5% hinzu. Diesen Aufschlag verdient die Organisation hier fuer Vorfinanzierung etc. Wie werden langsam eine geeignete Propaganda starten und die Frankfurter Fruehjahrens Ausstellung wird so gut durchdacht sein dass man von diesem Tag aufwaerts mit bestimmten Erfolg rechnen kann. Du wirst dann die Verdienstmoeglichkeit haben die Du suchst.

Bitte sende mir die Bestellung mit Namen der Firmen die die Waren liefern sollen. Dies ist nur jetzt zum Anfang damit keine Zeit verloren geht.

Wir bekommen dann alles was wir brauchen. Laeuft diese halbamtliche Organisation gut dann bekommen wir auch alle weiteren alle andere Organisationen automatisch zu uns.

Mit herzlichen Gruessen
Dein

My dear Mr. Jain,

Very soon you will be leaving this place after a study tour 5 weeks, in which time you have been able to see a good deal of this country, its present progress, its buying capacity, its people and their attitude towards India. This trip of yours which particularly meant to study the possibilities of introducing and selling Indian Handicrafts on a larger scale in this market, has been well utilised by you. Your impressions written out in the form of a report give a very correct picture regarding trade in this line in Continental countries.

I was ^{glad} to read a rough sketch of this report which summarises in short those various thoughts and ideas which I had brought to paper from time to time. These remained all these days as my pious wishes which were, as if, destined to remain unfulfilled. I was, however, happy to see all these thoughts as if reborn in your mind to be nourished and fed hereafter by one young, ~~and~~ energetic person sitting at the source.

No wonder that men of the type of Guptajee, whose whole outlook is essentially personal profit motive, concerned only with their immediate profits, could not fathom the depth of these thoughts which are termed by them as a thesis. These people do not want to educate their people and their country or foreigners about their country, but want to accumulate all they can on the ignorance of people.

In the short time that you had at your disposal, you have been able to grasp the whole situation very clearly regarding the Handicraft trade in this country which others failed to do after years of stay in this country and yet they are asked to sit on judgement to decide its fate.

I may not be able to realise my dreams, but it is all immaterial who does it. It is enough if the queue is taken up by some one and the ball kept rolling. Nothing is destroyed in this world. It only changes hands. One should not be unhappy as to whom the credit goes, but should be satisfied about the fulfillment of the objective.

I am glad that there are young men of your type with essentially national outlook, though not at the helm of affairs, but at least on important points where some decisions are to be taken and implemented.

I shall try my best to put into practice all those things about which we talked all these years, provided I get all out support from the ICU and others connected with the development of Indian Handicrafts as an art and as a means of subsistence for many. Needless to say that we shall have to begin bringing new life in the whole Handicraft by changing its pattern its working methods, its buying selling and and other work pertaining to it.

The workers are there with their skilled hands but we shall have to put in their hands new material, new to acquaint them with new processes, new demands, new designs and the workers will produce what is wanted from them. This ought to have been done all these years by those who are placed in responsible jobs for that very purpose. But they never cared for that, or perhaps they were themselves ignorant about the new developments and conveniently left it to the imagination of the workers' genius to produce something new or interesting for the trade. This state of things ought to change in favour of a deliberate effort to improve the quality the design, the workmanship, the finish, the make up and the like which will ~~find~~ then find a larger buying circle in every walk of life.

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Handicrafts cannot be an important ~~ex~~ item of export that could influence our trade balance with any foreign country but it surely a cultural approach from country to country and should therefore be sponsored and supported with all the available means.

Let me hope that your efforts to support every attempt in popularising the Handicrafts in foreign countries are successful.

.Ganpuley.

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8th Oct 57

My dear SHRI JAIN,

Hope you reached London safe. Excuse me if I did not see you off at the station that evening. I was a bit tired having got up as early as 5 in the morning.

Mr. Guptajee phoned me the next day and was upset that you went away without phoning him. He is phoning this evening and wants to come here for talks with Mr. Koster. All these talks have no meaning if the mind is not clear. I am sorry for the man who is only concerned about himself.

I am sending to you herewith a stock order proposal from Mr. Zimmer of the material he has been importing in smaller lots all these years from Messrs Prakash brothers. This will give you the idea of the price and so also the type of material that is finding good market here. Just imagine that these are proposals from only one party in Munich. In this way quite a good deal can be done in other centres. If ICU is making the payment there one can get from Prakash brothers a price reduction of at least 10% so that one can sell to Mr. Zimmer at the same price at which he has been so long buying elsewhere but they should not try to buy cheaper ~~the~~ at the cost or quality of the article which should not be inferior.

I am also sending to you the other address from where Zimmer has been buying the embroidered belts etc with the prices. Here too one can buy cheaper than the price at which the firm is selling to Zimmer. Your buying agents need not inform them that the particulars are from Zimmer in as much as you will be the buyers and despatchers.

Enclosed please find a statement of Account which kindly confirm and if found correct arrange to transfer the ~~exact~~ amount to Shri Bhalchandra Karwar, Sanyukta Karnataka DUBLI will you kindly confirm me the remuneration about which we ~~xxxxxx~~ talked.

I am very anxious to receive a good collection of samples without which I shall not be able to talk convincingly to any one. Even these articles the list of which I have received from Mr. Zimmer could have made a good Xmas start if you had the same with you and not with ~~some~~ men like Guptajee.

I shall be glad to know the results of your talks in London.

Hope you are keeping well. With kind regards

Yours sincerely,

Munich 21st Nov. 57

Mr. L.C. Jain
All India Handicraft Board - 7
New Delhi

Dear Mr. Jain,

After I received your cable advising me that you will soon write to me a detailed letter, I waited in Hamburg till 18th morning and then came over here on the 20 19th. I am proceeding to Zuerich tomorrow morning and shall stay there till 28th leaving that place on the 29th morning to catch my boat on the 30th.

Mr. Kurt Seidel: He has so far sent to me no market research report. His only long letter gives me a short account of his trips to Switzerland and Frankfurt and a few comments on the report of Mr. Martinuzzi, the Ford Foundation adviser to the Government, according to whom nothing should go out of country of Handicraft nature until it has attained the standard for foreign market.

He has however sent to me his demand for Nov/Dec remuneration and his expenses on the trip to Switzerland. I have sent to him yesterday DM 345.50 towards ~~his~~ Switzerland trip expenses amounting to DM 145.50 and November remuneration. I have not sent DM 200.-- towards December remuneration, as I am missing the promised reports.

Frankfurt Fair: I am of the opinion that you should not participate in the Frankfurt Spring fair in the beginning of March, but that can be done if at all found necessary in September. What I should very strongly recommend is the Munich Handicraft fair 1958 which is going to be very great and very important one. This will be on the occasion of 800 Year Celebration of the City of Munich and the 10th Handicraft fair held since Germany started again. This fair will have a very great importance and I should not like to miss our participation on that occasion. Munich is getting in importance as the great visitors centre. About 5 Million having visited the city this year. Please therefore try to secure a place at Munich Handwork exhibition instead of Frankfurt. It will give us enough time to make proper choice of the goods and make the best beginning. We need not take a very large pavillion as last time but a good sized one to make a representative show.

As I learn there is a big rush for places and you will have to secure the place at a higher level otherwise it will not be possible to get one. Not for my sake but in the interest of the business I am making this suggestion and I hope that you will accept same.

I am already well informed as to our requirements at this end and am gathering more informations about which I shall send to you a small resume' from the Ship

Mr. Bertram: I had several talks with him. Eventhough he is very busy, he gave me a good deal of his time. He has drawn a tentative agreement a copy of which I am sending to you for your consideration changes if any and confirmation. As a very important businessman of Hamburg he cannot proceed with the work without an agreement in Hand. Even to start a separate office to print ~~letter~~ separate letterheads or to write letters he must have a letter of authority that is the agreement, as I have written in the last letter. He is prepared to depend on it at the initial stage which will mean an expense of about DM 50.000 for the first year, and has promised me to do that before I left.

He is going to appoint a suitable man to take care of the department and other staff but I doubt if Mr Seidel will like to leave Ham- Bonn and go to Hamburg. I have got quite a different idea about Seidel, Zimmer and others who would function as district representatives. They are already well introduced to the local conditions and would therefore prove of greater help there than in Hamburg.

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I had a long talk with Mr and Mrs Zimmer here, who have done a good deal of very useful spade work in this area and would prove a very valuable asset to any organisation that ICU may set up. They are both very active and thorough. I have received from them very detailed and important information about the new import policy of the German Government which needs considerate handling at higher level, or ~~tee~~ otherwise the importers may loose all their enthusiasm for Indian Handicraft. I have got a good deal to talk to you on that subject when I come there

Guptajee : I did not write to you anything about him as there was nothing important to write. I think I have taken lot of trouble to bring these men of private enterprise in the fold of Government organisation but some how or other I have failed to do that. I am sorry I have found these men far from honesty and straightforwardness. Just like the tail of the Dog they insist on remaining crooked (bent) no matter how long you ~~ea~~ keep them in a straight pipe. Inspite of all my sincerity Mr. Gupta~~jee~~ was never frank with me. He had always something behind his back when he was talking. He came here one day all of a sudden and not on the day he promised, so that he could meet neither those at Klopfer nor Mr. Bertram. He then met some of his old friends in Secret that is without informing me, kept me waiting and did nothing. In order to make some begining taking advantage of the XMAS time, I made one Hamburg Businessman order out goods, Benarasy Scarfs and Silk shawls etc worth about DM 7000/- This was to come here between 10th and 15th Nov. As usual he was very loud in rominsing the best supplies and it time. As He even informed me that he has already written the same night and the goods will be there even befoe time. Not hearing from him or from his office I wrote to him in the first week of November but to the date of writing the man has not the decency even to write a line. I had some opinion about the business acumen ~~ef~~ and morality ~~sf~~ of him and few others but I am sorry to admit that I am wrong. As for me I should prefer keeping away from men of this type. I am sorry I have to pass these remarks about our businessmen. You know better and yet I write this because you wanted to know what Shri Gupta~~jee~~ did here.

I shall stay in Zuerich for 5-6 days and gather more first hand information from Mrs Walter who is in the business for last so many years. She is a straightforward and well meaning lady with all the love and liking for India. Whatever information and material I shall bring with me will be first hand based on experience and I shall then leave the execution of the same in your hands

I still believe that Continent can be a potential market for many of our products if ~~the~~ we underatand how to handle this market

I shall write to you more from Zuerich. It is well and good if you could write to me a few lines to that address on receipt of this letter. care of India Stores. Schoffelgasse 3 am Ruedenplatz

Looking forward to meeting you soon and with kindest regards*

Sincerely yours,

Encl Draft Agreement

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Dear Mr. Jain,

12 Oct 57

Received your letter dated 10 instant. You know I do not like to nor do I stand in need of praising anyone. But I am sure you will have nothing against it if I gave you an insight in the working of my mind by sending to you a copy of my letter to Mr. Namibar in which I have given a free expression to my feelings. It is better if the healthy thoughts and feelings are recorded somewhere and Mr. Namibar happens to be one with whom I can freely exchange my thoughts. In India I would have done it with Mr. Diwakar. I was happy to find some one in Handicrafts, who has been or has started thinking my way and which is likely to develop into something concrete.

I noted with interest what you write about London Stocks. It would have been nicer if we could have some stocks over here this Xmas. Had those sample lots of L.P. Gupta and the like of Guptajee belonged to you, I would have sold the same here within a weeks time. Mr. Seidel is still new to these things and may not be able to make a correct choice. I would have been better if I had gone London instead. However if I receive the list from India House I shall know about it and shall do the needful here.

You should meet Mrs Walter, India Stores, Zuerich 25 Schornelgasse 3. She knows all about this business from experience and love for the thing, whereas Mr. Telco is a calculating business man. I think you are quite right in your views about him.

Mr. Zimmers list was an order for stock of which the major portions could have been taken over by him for Xmas. Now even though the material cannot be made available for December sales, still it could be sent over here. This list gives you an indication as to what one man at one centre could do in the course of two years of slow development. That means he could have done much more had he the necessary support and the same holds good with other centres.

I wanted to give some material of this type to Mr. Seidel for Xmas sales. I have therefore written to Messrs Prakash brothers asking them as to what quantity could be supplied immediately from stock by airfreight. If he can supply to each here in the first week of November I intend ordering out about Rs 5000.-- worth of goods at once for Hamburg and Bonn. The material can be taken over by ICU by paying cash but with a reduction of 10% in the price for prompt payment etc. Then ICU can charge 5% and the office here will charge 5% and even then the price to Mr. Zimmer respectively to Mr. Seidel will be the same as given by Zimmer in his letter.

I am having talks with a private man introduced to this trade and can organise Xmas sales through him if I were to get the material in time.

I shall be leaving Europe by M/V ASIA sailing on the 30th Nov and shall be in Bombay on the 14th Dec. I shall then come to Delhi by the middle of January. I am prepared to share the burden with you and also the criticism if allowed to do things in my own way.

I heard nothing from Guptajee all these days although he seemed to be very anxious about coming here.

Mr. Zimmer has the licence for all those articles in the

75

Mr. Zimmer has licence for all the articles mentioned in his list. The items mentioned by you as textile ones are the same Benaras material done in ~~meter~~ lengths of 36 yards instead of Sarees for Dress purposes and go under the same category as Silk Brocade Stolas.

All the people here are pessimistic about the supply position from India. Everyone who desires to take up the work likes to know if the same could be delivered in 15 days time the latest. They cannot wait for 3 and six months, cannot meet their dispositions so late as that. Take for example a dress material is liked ^{because it} is a fashion at present and is not available at a short notice, no one would think of ordering it out even if it be the best. An agent who sets to work collecting orders wants to see that the goods is delivered quickly so that he gets his commission and has not to wait for six months between the order and the supply.

Having a selling organisation like the emporium at home it will not be difficult for you to dispose off any material that has not moved in this market in a definite period. The freight and the railway charges will be the utmost that you will have to bear. This market can be built up but it should be done with our own initiative and on our own shoulders without depending on others. I cannot blame either Mr Bertram or Messrs Klöpper if they are slow at taking decisions. They do not know the article so that if even if they were to move in the matter it will be at a snail's space. I am afraid that it will come to that ICU starting its own office here. I shall talk to you about it when I come to India.

Please write to me immediately you receive this, so that I know that you got the letter and let me know exactly when you are in Zurich.

Write to me as to where my next letter should be addressed to reach you before you leave Europe.

With kind regards

sincerely yours

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(PRIVATE)

Bharat Mala Kendra Limited

MANUFACTURERS, EXPORTERS, IMPORTERS & SPECIALISTS IN COTTAGE INDUSTRY PRODUCTS

Connaught Place: : New Delhi-India

21st August, 1957

Dear Mr. Ganpuley,

As you suggested after your departure from India, we participated in the Munich Fair. At the moment we are participating in the Leipzig (East Germany) and Zagreb (Yugoslavia) Fairs. I have further pleasure to inform you that I am flying on the 30th August, 1957 to Dusseldorf (West Germany) as a member of the Indian Trade Delegation of Federal Democratic Republic of West Germany which has been sponsored by the Commerce Ministry, Government of India, and at the invitation of the West German Government. We will be a team of about 20 people, each taking from particular trade, and our job will be to explore the possibilities of export of Indian goods (not imports) to West Germany and pave way for growth in that direction. We will certainly be visiting Hamburg. But I would very much appreciate if you let me know

Care: Dr. Chablani,
Indian Ambassador,
BONN,

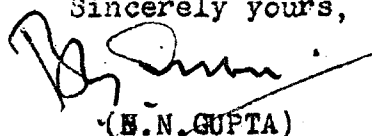
as to whether you are going to be there during early part of September, so that we may talk over things and decide future action.

As you know, I have an office in Berlin; but I would like to extend my activities in Hamburg and for this purpose I am prepared to discuss matters with your colleague Mr. Bertram. West Germany is a very good market for many of our products, and now when the Government of India and West German Government both are keen to allow greater exports of Indian goods to offset the imbalance of Indo-German trade, it presents a very good opportunity for all of us to move in a concentrated manner and in a big way. I will like to have your advice and suggestions in this regard.

More when we meet.

With kindest regards,

Sincerely yours,



(B.N. GUPTA)

BNG:VSV

Mr. Ganpuley, Schoffel Casse 3, Zurich.

Copies to your following addresses:

- 1) Messrs. Ganpuley & Co., Alster Ufer 10,
Hamburg 36.
- 2) Care: Mr. Otto Bertram, Alsterufer 10,
Hamburg.



सत्यमेव जयते

75

GOVERNMENT OF INDIA C & I
MINISTRY OF ~~PRODUCTION~~
ALL INDIA HANDICRAFTS BOARD,
JAN PATH (A) BARRACKS,

Dated New Delhi-1 the 13th November, 1957.

D. O. NO. HB-MS-5(2)57.

Dear Mr. Ganpuley,

I arrived in Delhi on the 1st November and saw your letter of 22nd October, 1957. In the post-script you have mentioned that you will be writing to me soon after your detailed talks with Mr. Bertram. In your earlier letter of 12th October which I received in Prague that Mr. Bertram or Messrs Kloppe " do not know the articles so that even if they were to move in the matter it will be at a snails pace. I am afraid that it will come to ICU starting its own office here. I shall talk to you about it when I come to India."

You will no doubt appreciate that I was some what concerned about these statements specially after my long and detailed discussions with you and Mr. Bertram where we had mutually agreed that this matter could be brought to a final conclusion after I had returned to India and collected a complete range of samples with all the necessary details and send them to Germany to arrive preferably before the Frankfurt Fair, so that we could take the maximum advantage of the Frankfurt Fair.

I am now, however, glad to know that you are sending me a draft agreement to be signed between the ICU and Bertram & Co. I am anxiously awaiting this because the ICU on its part would like to go ahead with the arrangement in terms of the discussions we had in Germany and if the agreement had been reduced to writing we would greatly welcome it. So I do hope that you will send it at the earliest possible date.

As I wrote to you perhaps from London or Prague I had mentioned that the ICU will need more positive help in selecting such samples for the German market as would come closest to German taste and requirements. That is why I got Kurt Seidel to go to London and to Zurich. I am glad that everybody whom he has met has been favourably impressed by him. In view of your letter of 12th October which I received in Prague where considerable uncertainty was shown over the arrangement with Bertram and Co. I had to advice Kurt Seidel to take over the goods from London on his own until we had reached a firm and formal agreement with Bertram & Co. In any case these goods ^{are} ~~were~~ in the nature of samples which he would show to different business in and around the Bonn area to get the market reaction. These as you know were meant to help him in the ^{small} ~~short~~ market research study which we

assigned to him. We would now anxiously await his report on the reactions which he has found, so that we get some guidance in selecting some suitable items of goods to be sent to the Frankfurt Fair. I also found from your sailing dates that you would be in Delhi sometimes in January. As the Frankfurt Fair is in March you will appreciate that it would be too late to take advantage of your presence here in the selection for the Frankfurt Fair because the work on this must be done during November and December. The suggestions which you had received from Mr. Zimmer are being taken into account.

After we have received the draft agreement from you which will be entered between Otto Bertram and Co. and ICU, we will be able to decide the exact relationship and status of Mr. Seidel. I understand that he was not able to meet Mr. Bertram when he went to Hamburg. So it is not clear whether Bertram and Co. are going to offer him some position. In any case so far as the ICU is concerned, we would like to work out some arrangement mutually satisfactory to everybody by which his interest and talent in this field is fully utilized. He could, perhaps, act as ICU's representative and be in constant touch with Bertram & Co. to give them all possible satisfaction on our behalf. This, of course, will be through you while you are in Germany and during your absence from Germany he could act directly, but I have not been able to say anything definitely to Mr. Seidel because I wanted that the arrangement with Bertram & Co. should be finalised first so that the position of the ICU & Bertram and Co. is clearly established. In any case I will now wait to see the agreement which you propose to send and we could take a final decision about Mr. Seidel's future relationship subsequently.

In your letter of 22nd October you have mentioned about Guptajee's visit to Hamburg and that you were taking him for discussions with Messrs. Klopfer but in your letter of 5th November you do not mention the discussions which took place and any outcome. As a matter of fact Guptajee is back for a few days but I have not been anxious to talk to him until I had heard from you the exact discussions which took place there. I would very much appreciate if you will write at the earliest.

As Mr. Seidel might have meanwhile mentioned to you I explained that my meeting at Zurich was very brief because I had missed a plane connection in Prague.

I had really meant to sit down and write to you more about my impressions of my visit to Poland and Czechoslovakia and Italy but I realise that there were a number of business points on which it was better to write to you at the earliest. Under pressure of work and time I have addressed you frankly putting all the points. Since we know each other sufficiently well by now you will find my letter somewhat bare and devoid of lengthy explanations and courtesies but those you know are there in full measure and I should like to convey my very warm regards and gratefulness for all your good care and affection. I am now looking forward to meeting you in Delhi where we can spend time together to build up the right sort of organization at this end.

Yours sincerely,

L. S. Jain
(L. S. Jain)

Mr. N. G. Ganpuley
c/o Ganpuley & Co., 10 Alsterufer,
Hamburg (West Germany).

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Yours sincerely,

L. S. Jain
(L. S. Jain)

Mr. N. G. Ganpuley
c/o Ganpuley & Co., 10 Alsterufer,
Hamburg (West Germany).

A voluntary nonprofit organisation devoted to economic and social development through cooperation

Kamaladevi Chattopadhyay, President • Telegrams "Cooperation" • Telephone 44492 • Jan Path New Delhi

HEAD OFFICE

December 9, 1957

Dear Mr. Ganpuley,

This is to welcome you home. I hope you receive this letter immediately on arrival and would let me know where you would be staying and what will be your programme.

I would like to talk to you as soon as you have arrived. If I know your programme I will come to Bombay or Bangalore where-ever you want. There are certain things which need to be discussed urgently. I could also bring the money ~~which I have~~ ^{for} you.

I hope you had comfortable journey and will write to me at your earliest.

Yours sincerely,

L.C. Jain
(L.C. Jain) -

Mr. N.G. Ganpuley,
c/o Shri S.K. Kabbur,
3, Bastion Road, Fort,
Bombay.

*Replied
14.12*

3 Bastion Road, Fort
Bombay. 19 Dec 57

Mr. L.C. Jain
Indian Cooperative Union
New Delhi.

78

Dear Mr. Jain,

In reply to my letter dated 14th instant which I wrote on the day of my arrival I received your telegram informing me that I should proceed to Bangalore and that you will fix up some other time for our meeting.

Accordingly I am proceeding on the 21st to Bangalore with Shri Diwakar. As we shall be seeing many places on our way ~~we~~ as Shri Diwakar has to visit Gandhi Smarak Nidhi Centres in his capacity as Chairman of the same, we shall reach Bangalore in the beginning of January and I shall be back here by the end of the first week of January.

In the meantime you can reach me care of Shri R.R. Diwakar SAMYUKTA KARNATAK, Hubli. S.M.C. if you have any special message for me and at Bangalore care of Mr G.A. Acharya India House, 17 cross Road Malleshwaram Bangalore 2

Yesterday I received here an offer for all the fittings required for the manufacture of lady's hand Bags. With these fittings our handbags in embroidered thread or brocade would look nicer and presentable. The prices are CIF Nett. This is a beginning of improving ~~our~~ the look of our bags. I am getting in next days offers for the fittings for jewellery which I shall then forward to you.

I am interested to know by return if you received my letter from Port Said and also your views about the exhibition in Munich instead of in Frankfurt.

In Bangalore I ~~shall~~ see all that is manufactured in that area which can be of interest for export.

Please let me know when and where we could meet for a detailed and constructive discussion.

Waiting to hear from you soon and with kind regards

sincerely yours

Per separate
Illustrations and prices for hand bag fittings
particulars about Munich exhibition

From Indian Embassy side no place has yet been reserved at the Munich. The place reservation must be complete before the end of January in the Hall 2 of foreign Exhibitors. Naturally the reservation will be done in consultation with Embassy Bonn but we shall have to decide about the stand the decoration of the stand and the supplies against orders.

Bastion Road, Fort
Bombay.1
8th Jan 58

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Shri B.C.Jain
Indian Cooperative Union
New Delhi

My dear Shri Jain,

Received your telegram dated 7th this afternoon informing me that you will be leaving for Malaya on the 17th. I am so very hardpressed for time having to meet about half a dozen parties with whom I have made previous appointments and then Saturday Sunday coming inbetween. I have therefore decided to be with you on Monday morning and request you to kindly finish your other work pertaining to your Malaya trip in advance and keep all the ~~next~~ days after Monday for talks with me. We shall have clean 4 days in which we can go through all the details. I have therefore sent to you a telegram as follows :

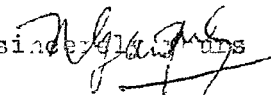
JAIN CRAFTING NEW DELHI YOURTEL EIGHTH JANUARY NEW DELHI
THIRTY NINE MORNING/ GANESLEY/

I am also required to put off my date of departure because since yesterday I am suffering from enteric dysentery as a result of irregular and unaccustomed food ~~water~~ and water which necessitates some precautionary measures. I am sorry for this unfortunate delay.

It would have been better if you could have come to Bombay as per your first suggestion or informed me of your Malaya trip earlier so that I should have cut my Bangalore program short.

At any rate if you could be at my disposal 4 days from Monday onwards we shall have time enough to talk the matters over.

With kind regards

Sincerely,


INDIAN CO-OPERATIVE UNION

80

HB/MS/58

January 17,

Dear Mr. Ganpuley,

As I discussed with you I am enclosing herewith a copy of the letter which I addressed to Mr. Bertram.

The Indian Cooperative Union has already sent you a cheque for Rs. 2,000/- in full and final payment of advisory services which you have rendered to the Union in the matter of export promotion to West Germany. I also take this opportunity to express my deep appreciation of your endeavours and valuable advice.

As I mentioned to you the steps being taken for promotion of exports to West Germany have now reached a stage where we would like to see their fuller developments in the next 2 - 3 months before doing anything afresh. The Union would therefore not need your advisory services for the present.

But as the situation with regard to the West German developments further becomes clearer and we need your advice further, I have no doubt that you will continue to extend it in the same generous measure.

With kind regards,

Yours sincerely,

L. E. Jain
(L.E. Jain)

Mr. N.G. Ganpuley,
c/o News Editors' Building,
Old Mill Road,
New Delhi.

Government of India
Ministry of Commerce & Industry
All India Handicrafts Board

Janpath 'A' Barracks

HB/

New Delhi, January 17,

1958

Dear Mr. Bertram,

I very much regret that I am writing to you after the lapse of a considerable time. Allow me first to express my very deep gratitude for your very kind care during my stay in Hamburg. I very much profited from the mutual discussions we had specially about the problems confronting the promotion of exports of Indian handicrafts to West Germany.

Ever since I have returned to India I have closely followed on our discussions. The Government of India has also had the benefit during this time to consider the report of the Trade Delegation which visited West Germany in September, 1957.

Consequent upon my findings and the recommendations of the Trade Delegation we have been able to make considerable progress in the matter of promotion of exports to West Germany.

The immediate purpose of this letter is to acquaint you with the steps which we have already taken. At first let me say that we have now fully appreciated that any interest on the part of German importers in the Indian handicrafts is primarily dependant on the efforts and expense which we in India will incur on our own to get the saleable goods into West Germany and to keep such saleable goods on permanent display in a convenient place. Accordingly we have decided that the All India Handicrafts Board in the Government of India should participate in the forthcoming Frankfurt Fair, April, 1958. In assisting us for making the best selection of saleable goods to be sent to West Germany, we invited here a businessman from West Germany to go over each item carefully and to help us in assembling the requisite trade information which may be asked for by the German importers.

I am also glad to say that the exhibits have already left India and it is now on its way to Germany.

I am now in a definite position to say that if you and your associates M/s Klopfer and M/s Gilbert McCaul and Co. would

visit the handicrafts pavilion in the Frankfurt Fair, in April, 1958, or depute someone on your behalf you would be able to see at once the wide selection of items we have to offer to West Germany. It is also my belief that arrangements would be completed for giving you all the requisite trade information. Thereafter I hope it would become possible for you to decide as to which of the items would really be saleable in your judgement and as to how you would like to proceed in the matter of business arrangements after importation into West Germany. On our behalf we will be deputing a fairly responsible person to be present at the fair who will discuss with you the future steps that may have to be taken.

In the light of the above I am not expressing any opinion about the draft agreement which was sent by Mr. Ganpuley to me on your behalf. I think it would have value after the agreement and other conditions were discussed further, and after you have had an opportunity to see in full measure the range of things we have to offer to West German market.

We are also taking steps and are confident that before the conclusion of the fair, we would have secured some premises in Frankfurt where the samples sent by us to the Frankfurt fair will be carried and put on regular display for purposes of showing to buyers and other interested importing agencies in West Germany.

I hope you will be glad to learn of all these developments and I will now look forward to hearing from you about the possibility of your paying a visit to the Frankfurt fair.

This letter also brings to you my greetings for the New Year and the warmest personal regards,

Yours sincerely,

(L. C. Jain)

Mr. Otto Bertram,
Hamburg 36,
Alsterufer 10,
(West Germany)

cc for information:

1. Dr. S.P. Chablani, Indian Embassy, Bonn.
2. Mr. N.G. Ganpuley, News Editors' Building, Old Mill Road, New Delhi.

OTTO BERTRAM & CO.

82

10, Alsterufer

Hamburg 36.

25th January, 1958

H/Bo..

Mr. L. C. Jain
All India Handicrafts F
Government of India
Jan Path (a) Barracks
New Delhi-1
(India)

Dear Mr. Jain,

Many thanks for your letter of the 17th - 20th inst.
Your informations have been very interesting for me. I see that
the Frankfurt Fair, April, 1958, will bring a show of Indian
Handicrafts. We will, of course, visit this exhibition as we
used to visit the Frankfurt Fair every year.

In the meantime I think that Mr. M. G. Ganpuley will
pay you a visit over there with reference to our cooperation,
which has been discussed during your presence in Hamburg in September
1957.

Be assured that I will be always at your disposal.

With kindest regards I remain,

Yours sincerely,

Sd/- Otto Bertram

S. K. KABBUR (PRIVATE) LIMITED,
BOMBAY.

5 000 8 57

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3 Bastion Road
Bombay.1 10 Feb 58

Mr.L.C.Jain
Indian Cooperative Union
Jan Path A Barracks
New Delhi

Dear Mr.Jain,

You must have already returned back after a very interesting trip to Malaya and must be busy with other things pertaining to Handicrafts.

You must have received a letter from Mr. Bertram informing you about his intention to see the Frankfurt Fair.

At present we are having here a Hand Loom week which is quite interesting. There are many products which could find a good market in Europe if properly exhibited and offered guaranteeing the supplies.

I hope you have already sent to my Bank Messrs ~~The~~ Deutsche Bank A.G. Hamburg 11 Adolphsplatz to the account of N.Ganpuley the amount of DM 1857.80 as per my statement of money paid.

How far have you progressed with the Export corporation?
And who is going to be in charge of the same?

I shall be glad to hear something about your progress

With kind regards

sincerely yours

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HB/Exp-16(52)/58

Government of India
Ministry of Commerce & Industry
All India Handicrafts Board

Janpath 'A' Barracks
New Delhi, February 14, 1958

15

Dear Mr. Bertram,

This is to tell you that I am going to be in Frankfurt during the fair. I shall be reaching Frankfurt by the 24th of this month and I was wondering whether you will be coming to Frankfurt any time before the fair or right at the beginning of it.

I am very much looking forward to meet you again and I hope it will be possible that our discussions held in the past will come to some definite shape. I would very much like to discuss with you the matters before the fair starts if that is possible so that when you see the exhibits at the fair all we have to do is to pick and choose according to your advice. This will greatly facilitate a final arrangement. I shall be in Frankfurt till the 8th of March as far as I can see.

With my best wishes to you,

Yours sincerely,



Mrs. (K. Shiva Rao)

Mr. Otto Bertram,
Hamburg 36,
Alsterufer 10,
(West Germany)

cc: Shri N.G. Ganpuley, 3 Bastion Road,
Bombay-1.

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HB/Exp-16(52)/58

Government of India
Ministry of Commerce & Industry
All India Handicrafts Board.

Janpath 'A' Barracks
New Delhi, February 14, 1958

E

Dear Mr. Ganpuley,

I am leaving for Frankfurt on the 21st of February by Air India International from Bombay. Enclosed I am sending you a copy of my letter to Mr. Bertram. I hope it will be possible for me to see Mr. Bertram so that we can come to arrangements regarding the import of Indian handicrafts. I was hoping you would be in Frankfurt. I understand that you are going there later.

With my best wishes to you,

Yours sincerely,

K. Shiva Rao

Mrs. (K. Shiva Rao)

Write 17.2
asking meeting Bombay

Mr. N.G. Ganpuley,
3 Bastion Road,
Bombay-1.

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HB/Exp-16(52)/58
Government of India
Ministry of Commerce & Industry
All India Handicrafts Board

Janpath 'A' Barracks

New Delhi, February 14/15, 1958

Dear Mr. Bertram,

This is to tell you that I am going to be in Frankfurt during the fair. I shall be reaching Frankfurt by the 24th of this month and I was wondering whether you will be coming to Frankfurt any time before the fair or right at the beginning of it.

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With my best wishes to you,

Yours sincerely,

Sd/- Mrs. (K. Shiva Rao)

Mr. Otto Bertram,
Hamburg 36,
Alsterufer 10,
(West Germany)

~~A voluntary non-profit organization devoted to economic and social development through co-operation~~
Kamāladevi Chattopadhyay, President • Telegrams "Coperation" • Telephone 44492 • Jan Path New Delhi

HEAD OFFICE

17th February, 1958

Dear Mr. Ganpuley,

I ^{am} ~~am~~ glad to receive your letter of 10th February, 1958.

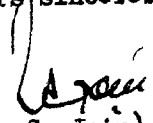
2. I was also glad to receive Mr. Bertram's reply to my letter and to know that he will be visiting the Fair. Mrs. Shiva Rao is going to Frankfurt on our behalf. She has been given all the previous papers as also a copy of the draft agreement which you had sent from Germany.

3. As regards the remittances to you, I regret this has not been done as the permission for foreign exchange is still awaited. I am chasing this matter and you can rest assured that it will be done as early as possible.

4. I have been too busy with schemes relating to next year and the matter of Corporation will receive active attention only in the beginning of March.

With kind regards,

Yours sincerely,


(L. C. Jain)

Shri N. Ganpuley,
3 Bastion Road,
Bombay-1.

8888
OTTO BERTRAM & CO.



Seit 1875

TELEGRAMME: RESOLUT HAMBURG · RUE: ORTSGESPRÄCHE SAMMEL-NUMMER 44 11 11 · FERNGESPRÄCHE 44 88 13
FERNSCHREIBANSCHLÜSS: 021 1177 RESOLUT HAMBURG · BÖRSENSITZ PFEILER 26, SITZ G u. H · HR. A. HAMBURG NR. A 40305

Herrn
N.G. Ganpuley
3, Bastion Road, Fort
Bombay / India

HAMBURG 36, 22. Februar 1958
ALSTERUFER 10 B/Bo..

Mein lieber Herr Ganpuley!

Für Ihren Luftpostbrief vom 17.d.M. danke ich Ihnen bestens. Alles, was Sie mir in Verbindung mit den Indian Handicrafts mitteilten, hatte mein volles Verständnis und auch meine ungeteilte Zustimmung. Es ist schwer, das Durcheinander der Gedanken und Absichten zu definieren, das in dieser Sache im Laufe der letzten Monate von New Delhi aus entwickelt worden ist. Handelt Mr. Jain aus eigenem Antrieb oder auf Anordnung anderer Personen?

Wie ich sehe, haben Sie einen Durchschlag des Briefes von Mrs. K. Shiva Rao vom 14.d.M. an mich erhalten. Ich habe an diese Dame laut inliegendem Durchschlag sofort geschrieben und hoffe, daß mein Brief bereits in Frankfurt am Main vorliegt, wenn sie dort eintrifft. Auf alle Fälle wird Herr Günzel sich die Indian Handicrafts Ausstellung in Frankfurt am Main ansehen und mir genauestens darüber berichten. Aus dem Inhalt meines Briefes an Frau K. Shiva Rao werden Sie ersehen haben, daß es uns gelungen ist, das Problem des "Show-Rooms" in Hamburg bereits zu klären. Wir haben dort diejenigen Muster ausgestellt, die uns Mr. Jain hinterlassen hat. Wir könnten weit mehr Muster in diesem Show-Room zeigen. Einstweilen handelt es sich bei diesen ausgestellten Handicrafts-Mustern ja nur um reine Propaganda ohne geschäftlichen Hintergrund; denn wir haben keine Preise und wissen auch gar nicht, was geliefert werden kann. Das effektive Geschäft ist also noch in weiter Ferne. Nun kommt es zunächst darauf an, welche Ergebnisse die Ausstellung in Frankfurt am Main haben wird. Ich vermag mir davon nur wenig zu versprechen. Meine schlimmste Befürchtung besteht darin, daß die indischen Verkäufer von Handicrafts sich gegenseitig so stören, daß das Geschäft schon verdorben ist, ehe es begonnen hat. So hat man einen Schaukasten im Atlantic Hotel in Hamburg angebracht, der einige Muster von Handicrafts zeigt. In dem Schaukasten befindet sich ein Hinweis, daß Interessenten sich an das Indische Generalkonsulat wenden möchten. Es ist wohl anzunehmen, daß solche Interessenten, die ja in erster Linie Verbraucher sind, dort die Handicrafts-Gegenstände kaufen können, die sie sich aus- gesucht haben. Durch diese Art der Verkaufsorganisation wird natürlich dem Großimport jeder Boden entzogen. Nach dem jetzigen Stand der Angelegenheit läßt sich schwerlich übersehen, was we



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H. & MATHIEU OTTO

in dieser verfahrenen Sache zu erwarten ist. Ich werde nicht unterlassen, Sie bestens zu unterrichten. Es sollte mich aber auch sehr freuen, von Ihnen neue Nachrichten zu erhalten, sobald es Ihnen möglich ist.

Indem ich Ihnen bestes persönliches Wohlergehen wünsche, verbleibe ich mit herzlichsten Grüßen

sehr
Ihr

Mathieu

Anlage

P.S. Soeben erhielt ich ein Rundschreiben von der Firma Indo-Germania Trading Col. John Roper-Robinson, Frankfurt a.M., Hochstraße 56, von dem ich Ihnen inliegend eine Fotokopie überreiche. Sie sehen also, was hinter Ihrem Rücken ohne Ihr Wissen geschehen ist, um die Ausstellung der indischen Handicrafts in der Frankfurter Messe entgegen Ihrem Rat durchzusetzen. Wir folgen der Entwicklung mit größter Aufmerksamkeit. Ich werde Ihnen berichten, sobald sich Neues ergibt.

D.O.

Anlage

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22nd February, 1958
B/Bo..

Mrs. K. Shiva Rao
c/o India Pavillon
Messegelände
Frankfurt / Main

Dear Mrs. Shiva Rao

Many thanks indeed for your letter of the 14th of February, by which you informed me that you are arriving at Frankfurt by the 24th of this month. I know to appreciate the honour of seeing you again in this country, after we have had such a nice and useful conversation at Atlantic Hotel last time you have been in Hamburg. In the meantime, Mr. Jain has been in Hamburg and Mr. Ganpuley had some conversations with him in New Delhi recently.

I have asked Mr. Günzel of my office to visit the Frankfurt Fair. Mr. Gunzel had been present at the Atlantic Hotel and you will certainly remember him. Mr. Gunzel also is informed of all details of the Indian Handicrafts matter. He will, therefore, examine the exhibition of the Indian Handicrafts in Frankfurt. He will do this with all his interest after we had so many occasions to think the problem over. In the meantime, we have been able to organize a show-room in Hamburg, where we have already exhibited the samples which Mr. Jain has left us. I, therefore, should be very pleased if you would be good enough to come to Hamburg after the Hannover Fair will be finished. I think it will be of the greatest advantage for the Organization of the sale of Indian Handicrafts that I shall have a possibility of an exchange of experiences and opinions with you as soon as possible. I sincerely hope that you feel personally very well and that you will have a nice time in our country.

With my best wishes to you,

Very sincerely yours

Ians Günzel, c/o.

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(24a) HAMBURG 36, ALSTERUFER 10

Mr. N. G. Ganpuley
c/o. Messrs.
S.K. Kabbur Ltd.

1st March 1958
Expt. Gü./WB.

3, Bastion Road, Fo
B o m b a y / INDIA

Lieber Herr Ganpuley !

In Ihrem Brief vom 20. Februar 1958 teilten Sie mir mit, dass Kabbur regelmässig Bedarf haben für Eisessig, Oxal-Säure, Borax, Natrium-Nitrit und Haematine.

Wir haben heute an Kabbur ein Angebot geschickt laut inliegender Kopie. Wir haben bei den Preisen für die obenerwähnten Chemikalien 3% inside-commission berücksichtigt. Die Preise verstehen sich also auf der gleichen Basis wie die Preise für die Farbstoffe von BASF. Ich fürchte aber, dass unsere Offerten dadurch zu teuer werden, denn die speziellen Chemikalien-Exporteure, wie z.B. Georg Abt, den Sie in Ihrem Brief erwähnen, offerieren meist direkt an die Importeure, ohne eine Provision einzukalkulieren. Das muss also berücksichtigt werden, wenn unsere Preise mit anderen Offerten verglichen werden. Vielleicht ist es möglich, wenn man einen festen Auftrag in Händen hat, in preislicher Hinsicht noch eine Kleinigkeit herauszuholen. Es kommt also darauf an, ob Kabbur uns die Chance gibt und festere Aufträge übermittelt, damit wir mit den Lieferanten die endgültigen Preise aushandeln können. Notfalls muss bei diesen Chemikalien auf die 3% Inside - Commission verzichtet werden, wenn unsere Kalkulation dadurch zu sehr belastet ist.

Der in unserem Brief genannte Preis für ein Stocklot von 20 tons Caustic Soda versteht sich ohne 3% Einschluss.

Am Mittwoch, den 5. März 1958 treffe ich mich in Düsseldorf mit Herrn Riechels.

Mit freundlichen Grüßen

Ihr

H. Günzel

Anlagen

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Mr. N. G. Ganpuley
c/o Messrs. S. K. Kabbur Ltd.
3, Bastion Road, Fort.
Bombay
India

10, ALSTERUFER 4th March, 1958
HAMBURG 86, Export Wa/IP

Wir bestätigen noch den Erhalt Ihrer Zuschrift vom 25. Februar, von deren Inhalt wir in allen Einzelheiten bestens dankend Kenntnis genommen haben.

Automobile Products Ltd. - Gelenkspindel-Bohrmaschine

Von Ihren Mitteilungen nannten wir Kenntnis. Wie wir Ihnen schrieben, ist Herr Günzel augenblicklich in Frankfurt und wird morgen mit Herrn Richels zusammentreffen und dann persönlich bei der Firma Habersang & Zinnen vorsprechen, um festzustellen, inwieweit die Firma gewillt ist, Ihrem Kunden bezüglich eines Kredits entgegenzukommen.

Calc. Soda, schwere Qualität

Wir können Ihnen eine westdeutsche Qualität anbieten, allerdings nur zum Preise von £ 17.1.- per 1000 kg fob Hamburg bzw. £ 23.18.9 per 1000 kg cif Bombay einschl. 1 % Provision für Sie, Lieferzeit 4 - 6 Wochen nach Erhalt Ihrer Auftragsbestätigung und des erforderlichen Akkreditivs. In Anbetracht des verhältnismässig hohen Preises haben wir bisher davon abgesehen, Ihnen dieses Angebot weiterzuleiten. Da Sie uns jedoch am 25.2. ausdrücklich schreiben, dass Ihr Kunde speziell an dieser Offerte interessiert ist, mochten wir nicht versäumen, Ihnen dieses Angebot weiterzugeben. Ob es möglich ist, das gewünschte Quantum von 3000 t kurzfristig zu liefern, können wir im Moment noch nicht übersehen. Wir möchten Sie bitten, zunächst einmal festzustellen, ob unsere Offerte überhaupt für Ihren Kunden von Interesse ist. Falls dies zutrifft, erbitten wir Ihre Rückäußerung, evtl. mit einem festen Gebot für die benötigten 3000 t, damit wir dann hier mit unserem Lieferanten die Verhandlungen aufnehmen können.

30.000 t Calc. Soda, leichte Qualität

Wir wissen nicht, ob es möglich ist, ein Angebot für diese recht beträchtlich Menge zu erhalten, haben uns jedoch nochmals darum bemüht und werden Ihnen berichten, sobald wir von unserem Lieferanten wieder gehört haben.

Ohne mehr für heute verbleiben wir

mit freundlichen Grüßen

ppa. Ganpuley & Co.

Herliche Grüße

Inge Prien

Handwritten signature

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OTTO BERTRAM & CO.

Estd. 1876



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herrn
N.G. Ganpuley
c/o S.K. Kabbur Limited
3, Bastion Road, Fort
Bombay

10, ALSTERUFER
HAMBURG 86, 1. März 1958

Sehr geehrter Herr Ganpuley!

Betr.: All-India Handicrafts Board

Inliegend überreiche ich Ihnen einen Durchschlag meines heutigen Schreibens an Frau K. Shiva Rao, Frankfurt a.M., mit der Bitte um Ihre gefällige Kenntnisnahme. Der Inhalt meiner Ausführungen wird Sie in jeder Hinsicht interessieren. Leider war ich persönlich verhindert, nach Frankfurt zu reisen. Dagegen hat sich Herr Günzel frei machen können. Er hat die indische Ausstellung gesehen und auch Frau Shiva Rao mehrfach gesprochen. Herr Günzel hat keinen ungünstigen Eindruck von der Ausstellung erhalten. Er wird Ihnen darüber noch im einzelnen berichten. Aus meinem Brief ist erkennbar, was an der Ausstellung fehlerhaft gewesen ist. Der schwerwiegendste Fehler ist darin zu erblicken, daß die Ausstellung dem von Ihnen vorgesehenen konstruktiven Aufbau der Geschäftsorganisation nicht dienen kann. Vielmehr nehmen die jungen Damen an den einzelnen Vitrinen ganz willkürlich von jedermann Aufträge entgegen. Sie wissen ja, wie solche Aufträge auf den Messen aussehen. Jeder bestellt das, was er gerade wünscht in meiste für Ablaßungsgeschäfte unmöglicher Zusammensetzung. Diese Aufträge gehen unmittelbar nach Indien und sollen dann von dort aus ausgeführt werden. Jeder einzelne Auftraggeber wird also von Indien aus bedient. Man hat also weder den Großhandel noch den Importhandel bei der Organisation der Frankfurter Handicrafts-Ausstellung bedacht. Beide Wirtschaftsstufen sind also von vornherein außen vor gelassen. Nun reißt es zwar, daß sich der Großhandel und der Importhandel jederzeit betätigen können. Das soll nicht bestritten werden; doch die Frankfurter Ausstellung hat die Funktion des Einuhr- oder Großhandels nicht eingeplant. Daher bleiben die dort erteilten Aufträge von den verschiedenartigen Auftraggebern Einzelvorgänge, die am Groß- und Einfuhrhandel vorbeigehen und somit ihre werbende Kraft einbüßen. Ich weiß nicht, ob Sie die Eigenart des Importhandels und seiner Vertriebsorganisationen so genau kennen, um ermessen zu können, wie schwerwiegend der Fehler ist, der bei der Organisation der Indischen Handicrafts Ausstellung in Frankfurt a.M. gemacht wurde. Ich kann Ihnen aber sagen, daß der Fehler größer ist, als die meisten Leute ahnen. Die Organisation der Ausstellung hat in den Händen der INTAG gelegen. Damit Sie wissen, um wen es sich hierbei

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OTTO BERTRAM & CO.

Schreiben vom

7.3.1958

an

Herrn N.G. Ganpuley

handelt, füge ich eine Abschrift der Auskunft bei. Außerdem übersende ich Ihnen inliegend der Einfachheit halber eine Abschrift des Protokolls von Herrn Dr. Shablani vom 7.6.1957. Ich nehme an, daß Sie an Hand dieser Unterlagen ein Bild sich machen können, wie die Sache gelaufen ist und wie sie hätte laufen sollen, wenn man Ihren und meinen Anregungen gefolgt wäre. Ich glaube nicht, daß Frau Shiva Rao alles begrüßt, wie es jetzt gelaufen ist; aber das Schlimmste ist, daß sie auch jetzt noch nicht erkannt hat, worauf es im wesentlichen ankommt, obwohl diese Kernprobleme in dem Protokoll von Herrn Dr. Shablani niedergelegt worden sind.

Am Schluß meines Briefes habe ich Frau Shiva Rao gebeten, vor ihrer Abreise nach Indien unbedingt nach Hamburg zu kommen, damit ich ihr das Ausstellungszimmer zeigen kann, in welchem die indischen Muster ausgestellt sind, die seinerzeit bei uns zurückblieben. Wir sind hier nicht untätig gewesen und glauben, etwas geschaffen zu haben, was auch Sie erfreuen würde, wenn Sie es sehen könnten.

In der Hoffnung, daß es Ihnen gesundheitlich gut geht und daß auch Ihre innere stimmungsmaßige Aktivität stabil ist, verbleibe ich mit herzlichen Grüßen, auch von meiner Familie, in alter Verbundenheit

stets Ihr

Otto Bertram

Anlagen

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7th March, 1958
B/Bo

Mrs. K. Shiva Rao,
Park Hotel,
Zimmer 220,
Frankfurt a.M.

Dear Mrs. Shiva Rao,

Mr. Günzel, returned from Frankfurt a.M., gave me a thorough report of his conversation with you and his impressions of the Indian Handicrafts exhibition in Frankfurt a.M., which may be considered as a first step on your part to initiate Indian Handicrafts business in this country. You may be assured that I am following the development of Indian Handicrafts business with my entire attention, although other appointments prevented me from visiting the exhibition myself. Mr. Günzel is so trained that he saw the Fair not only with his own eyes, but with mine too. So the time which Mr. Günzel spent in Frankfurt a.M. for this purpose was not in vain. I know to appreciate his conversation with you, which I consider as a continuation of the conference we had at Atlantic Hotel when I had the pleasure of making your acquaintance. You will remember the very fine minutes Dr. Shablani of the Indian Embassy in Bonn had made up.

What I should like to suggest is to examine on your side if in principle the exhibition of Indian Handicrafts is really the best solution of the problem. This exhibition is in fact a general show for all visitors who are coming along the way. The young ladies who were in charge of the various sections of the Handicrafts exhibited, gave explanations to the visitors and noted also orders. All those orders given by visitors of all kinds, retailers and private persons, probably will be submitted by your organization to the various manufacturers and suppliers in India, notwithstanding variety and quantity of the single orders. By this method the essential problem can, however, not be solved. The result will be that, if at all, a big number of small orders goes to India instead of being accumulated here by interested importers who know to develop business on their side, using the connections with all people who have given their orders to the young ladies at the Fair. I, therefore, fear that, instead of building up an organism to develop a big business, the various orders booked at Frankfurt will remain nothing else than single orders with only very poor chances for the future running business which must be the aim of every seller who wants to create a regular and increasing business.

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7.3.1958

Mrs. K. Shiva Rao

I, therefore, am very sorry that the line drawn by you at Atlantic Hotel has been abandoned in the meantime. I only hope that you may succeed in leading the further procedure into the right direction. I should be pleased if I could be of some assistance to you, not only during the time of your presence in this country, but also when you will be in India again. My greatest wish for the moment would be to have the pleasure of seeing you in Hamburg before your departure for India. You would certainly be delighted with the show-room which we have prepared here in accordance with the suggestions of my old friend R.G. Ganpuley, who actually is in India.

Hoping that you enjoy your time in Germany and that you are in the best of health, I remain with kindest regards,

Yours very sincerely,

APP

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Mr. N. G. Ganpuley
c/o Messrs. S. K. Kabbur Ltd.
3, Bastion Road, Fort.
Bombay
India

10, ALSTERUFER
HAMBURG 36,

8. März 1958
Export-Abt. Gb/IP

Lieber Herr Ganpuley!

Am vergangenen Mittwoch, dem 4. d. M., bin ich zusammen mit Herrn Richels bei der Firma Habersang & Zinzen gewesen, bei welcher Gelegenheit das ganze Projekt und auch die Zahlungsbedingungen ausführlich besprochen worden sind. Es wird nunmehr ein neues Angebot ausgearbeitet, bei welchem die Wünsche von Mr. Shastri soweit wie möglich berücksichtigt werden. Der Fabrikant wird auch darauf eingehen, dass die Spannvorrichtungen von der Firma Automobile Products of India Ltd. aus England bezogen werden, wobei allerdings vorausgesetzt werden muss, dass im Auftragsfall von Bombay aus davon genaueste Zeichnungen eingesandt werden, damit die Maschine und die Werkzeuge entsprechend gebaut werden, um später gutes Funktionieren zu gewährleisten. Die Fabrik lehnt es aber ab, damit einverstanden zu sein, dass auch Bohrplatten und Bohrköpfe und Lünetten von der API anderweitig beschafft werden. Diese Werkzeugteile müssen unbedingt von hier aus mitgeliefert werden, da sonst für einwandfreies Funktionieren der Maschine nicht garantiert werden kann. In dem neuen Angebot werden die Preise für die Maschine und die einzelnen Werkzeugteile separat aufgegeben. Die API kann dann entscheiden, ob sie von der Grundmaschine evtl. 2 Stck. bestellen will. Sie hatte dann die Möglichkeit, wenn eine Maschine einmal defekt ist, die Produktion fortzusetzen, indem sie die Werkzeugeinrichtungen auf die zweite Maschine setzt. Natürlich kann eine zweite Maschine nicht für den halben Preis geliefert werden. Aber durch das Wegfallen der Spannvorrichtungen wird schon ein sehr grosser Betrag eingespart, so dass, auch wenn 2 Maschinen in Auftrag gegeben werden, der Gesamtbetrag, der angelegt werden muss, sich nicht viel verändert.

Sobald wir das neue Angebot erhalten haben, wird es auf dem Luftweg an die API weitergereicht. Herr Richels wird dann dazu noch weitere technische Erläuterungen geben. Er kennt ja den Betrieb von API genau, weil er dort gearbeitet hat, und aus dieser internen Kenntnis kann er sich auch eine Vorstellung machen, wer dort noch die inside-commission haben soll, die Sie in Ihrem Brief vom 15. Februar erwähnen. Wir werden diese Kommission bei der neuen Preisaufgabe berücksichtigen, aber wir sind uns hier darüber klar geworden, dass 5 % den Preis zu sehr belasten würden. Wir werden daher 3 % inside-commission einkalkulieren, was dann ja auch einen recht annehmbaren Betrag ergibt, mit dem sich der Betreffende zweifellos zufriedengeben wird.

Für Herrn Richels werden wir ebenfalls nach Vereinbarung mit ihm mit 3 % berücksichtigen. Wir werden ihm aber auch wohl noch zusätzlich eine Entschädigung für die bisher aufgewandte Mühe und Zeit gewähren müssen. Herr Richels ist nun schon dreimal speziell für diese Angelegenheit nach Düsseldorf gefahren und hat dadurch 3 Tage seiner beruflichen Arbeitszeit verloren und sich auch eine ganze Menge Arbeit mit den technischen Erläuterungen gemacht, die er an Mr. Shastri sandte. Herr Richels, der nach dem Kriege etwa 6 Jahre als Ingenieur in Indien tätig war, ist vor einem halben Jahr nach hier zurückgekehrt. Da er bereits 60 Jahre alt ist, war es schwer für ihn, wieder

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einen guten Posten zu erhalten, und er ist schliesslich in die Dienste einer englischen Behörde getreten, die noch hier ist im Zusammenhang mit den englischen NATO-Truppen. Ob dies für ihn etwas von Dauer ist, halte ich für zweifelhaft. Also ist Herr Richels darauf angewiesen, dass er keinen Verdienstausschlag hat, wenn er für uns oder für Mr. Shastri aus ganz freien Stücken nach Düsseldorf fährt und seine Zeit opfert. Für Sie und uns zusammen werden dann bei dem Geschäft etwa knapp 5 % übrigbleiben.

Was nun die Zahlungsbedingungen betrifft; so haben wir diese mit einem der Herren Direktoren der Firma H. & Z. eingehend besprochen. Ich fürchte, er wird sich nicht entschliessen können, so weit zu gehen, wie es anscheinend die Italiener bei ihrer Offerte getan haben, nämlich 10 % mit dem Auftrag, 10 % bei Verschiffung und 80 % in 6 Raten innerhalb 3 Jahren. Das haben die Italiener aber auch offensichtlich bei ihren Preisen berücksichtigt, denn sie haben ja, wie Sie selbst angeben, etwa Rs. 400.000.-- quotiert, während unser Angebot nur bei etwa 270.000.-- Rs. lag. Ich glaube aber, wir konnten die Herren von H. & Z. überzeugen, dass aus dem Geschäft nichts werden wird, wenn sie nicht auch "deferred payment" bis zu einem gewissen Grade zugestehen. Sie haben uns versprochen, darüber Untersuchungen bei ihren Banken und bei der Hermes-Versicherung anzustellen. Sie wollen dann in dem neuen Angebot einen Gegenvorschlag machen. Ich vermute, dass man vielleicht auf folgende Basis kommt: 30 % beim Auftrag, 20 % bei Verschiffung und die restlichen 50 % in 4 halbjährlichen Raten, also innerhalb 2 Jahren. Was bei evtl. Auftragserteilung aber unbedingt erforderlich sein wird, ist, dass man uns mit dem Auftrag zusammen eine Fotokopie der Einfuhrlizenz einsendet, damit in dieser Hinsicht jegliches Risiko ausgeschaltet ist. Wenn Sie sagen, dass die Einfuhrlizenz bereits vorliegt, ist es ja auch keine Schwierigkeit, davon eine Fotokopie zu senden. Verschiedene deutsche Maschinenfabriken haben aber im letzten Jahr schlechte Erfahrungen gemacht. Es wurde ihnen versprochen, dass die Lizenz auf jeden Fall kommt. Aber dann kam sie doch nicht, und dann konnten die Maschinen nicht bezahlt werden, die bereits fertiggestellt waren. Das wusste auch die Firma H. & Z. und deswegen besteht sie unbedingt darauf, dass über das Vorliegen der Einfuhrlizenz absolute Klarheit herrschen muss.

Bitte, warten Sie nun die weitere Entwicklung ab. Ich werde Ihnen von allen Korrespondenzen und von dem Angebot Durchschriften einsenden, damit Sie im Bilde sind und jederzeit darüber mit Mr. Shastri verhandeln können.

Ich bin vorher auf der Messe in Frankfurt gewesen und habe mir die indische Handicraft-Ausstellung angesehen. Herr Zimmer war auch da und lässt Sie herzlichst grüssen. Ich werde Ihnen über meine Eindrücke noch am Montag näher berichten. Heute ist Sonnabend, und dieser Brief muss zunächst fertiggemacht und abgeschnickt werden.

Mit freundlichen Grüssen

Ihr

H. Günz

P. Ich bin überzeugt, dass Mr. Shastri von H. & Z. das Feinste bekommen w was es auf dem Gebiet solcher Werkzeugmaschinen gibt. Die Engländer werden bestimmt so etwas Gutes und Praktisches angeboten haben! Wenn Sie Herrn Shastri sprechen, können Sie ihm dies sagen, aber bitte versprechen Sie ihm ~~nicht~~ nichts hinsichtlich der Zahlungsbedingungen, denn ich bin noch nicht ganz sicher, ob H. & Z. sich wirklich entschliessen werden, "deferred payment" zu gewähren.

INDO-GERMANIA TRADING

COL. JOHN ROPER-ROBINSON

24. FEB. 1958

Bea.

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TEL.-ADRESSE: INTAG

Februar 1958

Sehr geehrte Herren!

Von Seiten des All-India Handicrafts Board, der Indian Cooperative Union und der Small Scale Industries Corporation sind wir beauftragt, die unter Beteiligung dieser genannten Wirtschaftsgruppen stattfindende Ausstellung im indischen Pavillon zu organisieren und allen am Warenaustausch mit Indien interessierten Kreisen Auskunft zu erteilen. Wir erlauben uns daher, Sie zum Besuch des Indischen Pavillons auf der Internationalen Frankfurter Messe vom 2. bis 6. März 1958 einzuladen und Sie auf diese Möglichkeiten einer Belebung des deutsch-indischen Warenverkehrs hinzuweisen.

Die über 400 Millionen Einwohner des Subkontinent Indien befinden sich im Aufbruch. Es entstehen neue Industrien, und die althergebrachten Lebensformen ändern sich langsam unter dem Einfluß einer modernen Umwelt. Viele Kräfte sind wirksam, um dieses gewaltige Gebiet mit seiner großen Volkszahl starker als bisher an die moderne Weltwirtschaft anzuschließen. Nicht zuletzt werden von indischer Seite große Anstrengungen gemacht, um dieses Ziel zu erreichen. Gestützt auf die Kunstfertigkeit von Generationen tüchtiger Handwerker wurden jetzt Vereinigungen gebildet, die dem indischen Gewerbefleiß einen besseren Zugang zu den Märkten der Welt erschließen sollen. Der Austausch von Fachkräften der industrialisierten Länder mit Indien wurde erheblich intensiviert, und zahlreiche indische Praktikanten sind in den Industrieländern tätig, um moderne Fertigungsmethoden zu erlernen und beim eigenen indischen Aufbau zur Anwendung zu bringen.

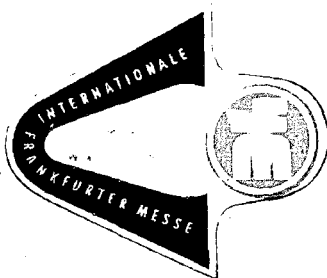
Einen Ausschnitt aus diesem Schaffen gibt der im Pavillon vorgeführte Film "India Awakes", der zweifellos auch Ihr Interesse finden wird. Bitte besuchen Sie uns während Ihres Aufenthaltes auf der Frankfurter Messe.

Zu Auskünften steht jederzeit gern zur Verfügung

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Col. John Roper-Robinson



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25th March 58

Dear Shri Jain,

In the rush of events, it seems, that I am completely forgotten.

From the ~~reports~~ reports received from my friends in Germany I learn that you have appointed Mr. Roper Robinson to look after your interests in Germany and Mr. Seidel will be assisting him in his work.

I have nothing to comment on your choice. It must be judicious and in the interest of the Handicraft organisation which you represent.

Everything that I may now write in this connection may be misconstrued as written in self interest and hence I choose to be quiet on the subject.

Had you been able to remit the amount due to me to my account with Deutsche Bank Hamburg. If you have not done it so far may I request you to do so at an early date.

I hope you are keeping well. Thanking you and
with kind regards,

Sincerely yours

S. K. KABBUR (PRIVATE) LIMITED,

BOMBAY

3 Baitian Road Fort

Bombay, 1st April 58

My dear Shri Jain,

I have always known you as very businesslike and prompt in correspondence unlike the Government departmental set up.

Even if you do not want my cooperation any more having found in Colonel Robinson and Mr Seidel better representatives of Indian Handicraft interest, still we can remain good friends. I was never so under land by you that we agreed on almost every point so that you expected me to conduct and guide the continental business which I would have gladly done. You offered me the membership of the Trade Union for which I decided to work. As a matter of fact I came to India with an idea of returning back for Munich fair after some preparations. But now let us not talk about it.

I learnt from Mr. Bertram that he has not yet replied to his letter and did not go to Hamburg. He had time prepared and furnished a show room in his office for a time about which he wanted to talk with me here. He is also waiting to read of your decision.

At any rate I wish all the success. Now when you are transferring the amount to my account in

Hope you are keeping it. With

Sincerely yours,

Kamaladevi Chattopadhyay, President • Telegrams "Cooperation" • Telephone 44492 • Jan Path New Delhi

HEAD OFFICE

2nd April, 1958.

3rd.

Dear Mr. Ganpuley,

Your letter of 1st April. I must apologise for the delay in replying to your letter received on the 27th March, 1958. This was primarily because we had Annual General Meeting of the Indian Cooperative Union and the end of the Financial year for the All India Handicrafts Board on the 31st March, 1958. My very sincere apologies.

2. We have just received permission from the Ministry of Finance (Department of Economic Affairs) for the foreign exchange and therefore the amount is being remitted to your Department in Germany. We have already applied to the Reserve Bank for permission to remit. So this will be completed within the next few days and an advice will be sent to you at Bombay address.

3. What you mentioned about Col Robinson, Mr. Seidel, Mr. Bertram and Mrs. Shiva Rao is obviously based on lack of information. I am sending you copies of the letters exchanged between Mr. Bertram and Mrs. Shiva Rao. This should clarify all the points. In case you have any other observations to make after you have gone through the letters do not hesitate to write to me. I think the correspondence will speak for itself but the complete lack of interest which was shown by Bertram & Co. at the Frankfurt Fair came as a great disappointment to us. Mrs. Shiva Rao had gone with the draft agreement with a view to finalise it. She had written to Mr. Bertram before leaving India and requested him to meet her at the Fair. He was, of course, not able to come which is understandable in view of his many responsibilities and pre-occupations, but even his representatives arrived at the Fair several days after it had opened. Meanwhile no one should expect us to tell the importers and others that we have no organizations whom we can suggest to handle the follow up work. It always places us in the most ridiculous position. Therefore, your remarks will have to be reconsidered in the light of the facts which the correspondence will speak for itself. However, this is a hasty note as I am leaving for Madras tonight and will be glad to hear from you as soon as you have time to write.

Yours sincerely,

L. C. Jain
(L. C. Jain)
General Secretary

Shri N. G. Ganpuley,
3 Bastion Road Fort,
Bombay-1.

3 Bastion Road Fort
Bombay.1 19 July 58

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Shri Raman
All India Handloom Marketing
Jamma Bhoomi Chambers
Bombay

Dear Shri Raman,

I am sorry I had not the opportunity of discussing Handloom sales problem with the Chairman of your Society.

The meeting that day proved to be a fact finding or but not implementing. I thought I would get the opportunity of talking on the points which I had already handed over to Mr. A.W. Ramchandran copy of which you have with you.

I think even in spite of that a beginning could be made at once if your society agrees.

As a matter of fact I had already made a mental note that nothing positive will come out of that meeting and hoped to have talk with your chairman about an independent action from your society. Now that he is not there with you kindly discuss same with Mr. Nair and let me know what cooperation you can give me if I make a beginning.

Thanking you

Sincerely yours

104
All India Handloom Fabrics Marketing Co-operative Society Ltd.

GRAM : HANDLOOM

PHONE: 263191-261934

MABHOOMI CHAMBERS,

GROUND FLOOR,

FORT STREET,

BOMBAY-1. (INDIA)

ef. No. AIS/P&S/Samples/1030 Date 5th August, 1958.

Mr. N.G. Ganpuley,
3 Bastion Road,
Fort,
Bombay-1.

Dear Sir,

Sub: Expansion of Trade
in West Germany.

With reference to your letter dated 19th ultimo, we have to inform you that you may buy goods from us on outright purchase basis at wholesale rates.

Yours faithfully,

V. V. Raman

(V.V. Raman)

Assistant Secretary.

Wan
KSC/AV.

105
3 Bastion Road, Fort
Bombay.1 2 September 58

My dear Shri Jain,

I wrote to you quite a few letters enquiring about the progress you were making after the establishment of Export Corporation and never expected to remain without a reply from you, after all these years of close cooperation.

A few days back Mr. Bertram wrote to me of your having asked him to hand over all the samples to Embassy in Bonn for the display at Leipzig exhibition, about which he was very sorry.

I read in Times of India dated 27th August ~~xxxx~~ about Handicraft Board establishing centres in German Cities, inviting team of representatives of Departmental stores and business houses to India, engaging expert services for the sale of Handloom goods.

Although I have enough to do in India I cannot still disconnect myself from Handicrafts with which I am intimately connected since 1950, and records in Commerce Ministry and with you will show how I have worked for that. Development of Handicraft trade has become my hobby in which I take personal interest and when I saw that nothing was being done in Hamburg from your side, I set up a separate company and have even taken a stand in the 60th North German Exhibition at Hamburg to be held on 14-15th September. I am displaying there quite a number of Handicrafts I had also written to you in that connection but received no reply from you.

I am continuing my efforts unabated and can ever today promise you definite success if the Handicraft Board or the Export Corporation were to consider my old proposals. If you are opening centres in various cities then of West Germany then allow me to develop Hamburg on the same terms and conditions as you will allow to other centres. I shall work it out in the manner I think best and shall show you the results.

If I mistake not, you are interested in seeing better results, immaterial which person or organisation brings the same to you. You know me enough and if you have still the same opinion about me then let me organise the Hamburg Centre and let us see which Centre can deliver the goods.

German Government
While doing so we shall have to influence/to liberalise or allow a greater quota of some of the products of India Handicraft and Industry to enable us to show a sizable export in those products.

I shall be glad if you will kindly acknowledge this letter and let me have your views on the subject.

Yours and with regards
sincerely yours

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My dear Mr. Jain,

Thanks for your letter dated 3rd April together with enclosures.

I am writing ~~to you~~ this letter to you as a friend and not as a general Secretary of Indian Cooperative Union. I am afraid of writing letters where there are some comments or criticism as very often such letters are misunderstood and one destroys very often the finer tissue of a friendship. I should not like to do that. However as you have expressed the desire that I should write to you whenever I have time I do that today. If I may be allowed to comment and you do not get upset and are not touchy, I should like to place before you certain facts with a view to understand each other better. Please note that I have nothing against any person or persons chosen by you today for the work in Germany. I only want to put my case before you only because I even today think that your short in Germany brought us nearer where we learnt to like and respect each others work and views.

Since your writing to me I have received copies of letters from Mr Bertram with copies of his correspondence with Mrs Shiva Rao, which show that there is still an amount of good will and good intention for co-operation and work, only we have not found as yet the right formulae and right approach.

The complaint of Mrs Shiva Rao that neither Mr. Bertram nor Mr. Guenzel came in time to Frankfurt to meet her and discuss with her the question of representation on the basis of Draft agreement which Mr. Bertram had sent to you last year. Mrs Shiva Rao writes in her letter to Mr. Bertram dated 21st March from Delhi:

"I was quite prepared to accept the agreement though I had made one or two suggestions which would not have changed it in principle. From this you will see that we had not abandoned the line we took in our discussions with you in Hamburg as you seem to think; I still find very sorry that you had not consented to be in full charge of the Frankfurt fair and we therefore had to make alternate arrangements."

"You know our arrangements with INTAG was on the basis of their doing post office work for us for six months but they were not meant to be in orders."

Now the main complaint is that neither Mr. Bertram nor his representative came to meet Mrs Shiva Rao before the opening date of the exhibition and secondly that Mr Bertram did not consent to be in full charge of the Frankfurt fair and Mr. Guenzel also appeared on the scene three days later.

Now as a friend I ask you a direct question. I do not know how you will act in place of Mr. Bertram if after years of talks, proposals and counter proposals after you have agreed to work and sent a Draft agreement subject to changes, fitted up a small show room in your own office and were awaiting further news from you, you receive ^{one} fine morning a circular letter, like so many others, from Indo Germanic Trading working in connection with INTAG that they have been authorised by Handicraft board, Indian Cooperative Union, small scale industries to organise and conduct the exhibition and to give to all the interested parties business information etc about the exhibits. How what will be your feelings and reactions to read such a circular letter and to be placed before confirmed facts. Will this not come to you as a shock and surprise and will you not feel having received a stab ~~in~~ the back.

How should Mr Bertram know that you are still interested to work with him and on what lines when Indo Germanic has been asked by you to work on your behalf.



सत्यमेव जयते

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Telegrams :—"CRAFTIND"

GOVERNMENT OF INDIA.
MINISTRY OF COMMERCE & INDUSTRY.
ALL INDIA HANDICRAFTS BOARD,
QUEENSWAY (A) BARRACKS.

D. O. No. HB-MS-5(2)57

Dated, New Delhi, the 4th September, 1958 .

Dear Mr. Ganpuley,

I am delighted to have your letter of 2nd September and also owe an apology for any letters which have remained unanswered.

2. As regards the samples which were left with Mr. Bertrum, I was advised by the Indian Embassy, Bonn, that as these samples had been brought to Germany under customs bond they could not be kept with any private party. The only course left open was to send them out to an exhibition which was in sight. The taking away of samples, therefore, should not be taken in any other light. If you are writing to Mr. Bertrum kindly explain the situation. There is a proposal afoot about a Trade Delegation coming from West Germany. The details of this are being finalized. But when it is coming its composition etc. is not yet known.
3. I am glad to hear about your venture and the exhibition at Hamburg in which we were going to participate.
4. So far as the Handicrafts Corporation is concerned they are first going to establish a sales promotion centre at Frankfurt. After that has been established, they will have discussions with individuals and organizations in Germany with whom the business relations can be entered into. Until that is done, it is not possible for me or anybody else at this stage to indicate the kind of arrangement that may be made either with you or Messrs. Bertrum or anyone else for that matter. I can only assure you that when this centre is established the man in charge will be given full facts of what attempts have been made in the past including your proposals and discussions as we had with Messrs. Bertrum. It would then be left entirely to the judgment of the person to decide the best course of action. We do not wish to lay down anything hard and fast.
5. Since our discussions at Hamburg, perhaps, considerable time has passed but in a way I am not so sorry about the loss of this time because the most important step in a proper export drive has been taken meanwhile and that is the establishment of the Handicrafts Corporation. If we had rush things earlier it might have been premature.
6. With regard to your personal interest in this field, I am sure it is not dependant on what the Government would do or would not do. So far as the Handicrafts Corporation is concerned it is decided that any arrangements it makes to engage people to work with it would be through a process of advertisement through the press so that the opportunities available are thrown open to all the people in the country. I have personally no locus standi in the matter.

p.t.o.

Once again thank you for writing. I will also be glad to know what you are doing in Bombay.

Yours sincerely,

(L. C. Jain)

Shri N. Ganpuley,
3 Bastion Road,
Bombay-1.

INDIAN HANDICRAFT

(a Short note)

This subject of a permanent exhibition for Handicraft as well as for all the Indian raw material that is wanted by the Continental industry has been under discussion since October, 1954. Since then good many meetings and conferences have taken place, and according to my information this subject was also discussed often by the Commerce Ministry in India.

I had written a small note on this subject giving all the details of the working of this permanent exhibition, which was afterwards passed on to Mrs. Chattopadhyaya, the President of the Handicraft's Board by our Ambassador in Bonn. I was then called to Delhi in the beginning of 1956 for discussion. This time it was the Production Ministry and not the Commerce Ministry that was going to handle this subject, and hence the previous proposals of maintaining a show room at the cost of the Government and also stocks in the Free Port of Hamburg to the tune of 1 million rupees had to be reconsidered, as the Production Ministry was not supposed to do the trade dealings.

It was decided at the meetings with the Handicraft Board that Messrs. Bertram & Co. should meet the expenses of the show room and the Handicraft Board will give him all the other facilities including a stocklot to the tune of Rs. 200,000,---. This proposal was sent by me to Mr. Bertram for his acceptance to which he agreed. I informed the Handicraft Board accordingly and waited for their decision.

In January this year I was again called to Delhi for discussion, as by now the whole problem had been decided and there was only the question of talking about details. Accordingly I met Mr. L. C. Jain, the Secretary of the Handicraft Board. I had several conferences with him. Unfortunately this time we had again to make some changes in the proposals as put forward in the beginning of last year. It was decided then that the Handicraft Board will participate in the Munich Handicraft Exhibition under my guidance and then the same exhibition should be transferred to Hamburg where it could be shown and then serve as initial stock of the permanent show room, which was to be opened here.

It was also considered that private enterprise should be taken into confidence for the supply of the right kind of material, which the expected buyers would like to purchase on large scale after seeing this exhibition in Hamburg, and the Government should help these private manufacturers or exporters with certain facilities regarding financing of the stocks which they might maintain here for ready delivery.

Having waited in India till April of this year to see that the material required for the Munich Exhibition was shipped, I left for Europe on the 9th April without any definite information regarding the despatch of the goods intended for the Munich Exhibition.

Later in May, I got a letter from the Handicraft Board informing me that it was finally decided to participate in the Munich Exhibition and I should go and see the exhibition stand when the same is opened in Munich. Unfortunately I could not attend the Munich Exhibition but learned later that the exhibits were quite nice and the whole show was a success. I was then informed by Dr. Chabiani, the Commercial Counsellor in Bonn that he together with Mrs. Shiva Rao, Vice President of the Handicraft Board, and Mr. Patel, the Council General in Hamburg, had talks with Mr. Bertram on the subject. With these talks they had completely cut off all the previous efforts to build up a model Sales Organisation for Handicraft and other products in the Continental market. When I expressed my views, which were not in conformity with the arrangements arrived at, Mr. Chabiani seemed to be a bit annoyed.

As this subject had been so very thoroughly discussed many times and as a matter of fact definite decisions were already taken in New Delhi to implement the same, I for myself could not understand why there should be a new meeting and new discussions on this subject. I fail to understand the great idea behind this meeting, for which Mrs. Shiva Rao had to come from America, all the way to Hamburg, if it was only to ask Mr. Bertram or someone else to purchase Indian Handicraft on their own risks and responsibility and try to popularize same. Private enterprise is already doing that in its own way and some handicrafts are finding their way in the German market. The main point when we first started the talks was to intensify these sales on a broader basis by putting up a representative show room of all the Indian things. A show room that should be in form of a small permanent exhibition where anyone could go and see what all

India produces and has to offer. This show room was not only meant for those in Germany but it was to be a place even for people from Scandinavian countries. With this show room we wanted to create a taste and liking for Indian art and craft. When the public is given the opportunity to see things without any compulsion to purchase, many would pass through these show rooms every day and then purchase whatever they like in the shops in the city which will be purchasing on larger scale from the ready stocks made available to them in Hamburg Free Port.

The proposals ultimately put forward to Messrs. Bertram & Co. today are such as need some discussions and comments. If Messrs. Bertram & Co. were now to purchase the Handicrafts in open market and try to sell

it, I fail to understand the rôle that the Handicraft Board will be playing to boost up the trade. That which is being proposed is a thing that even every small manufacturer or dealer is doing today in his own way and in my opinion he is doing it quite well. I have met representatives of these dealers in Europe, going with their trunks full of samples from shop to shop booking small and large orders. I have seen dealers and manufacturers from India offering this handicraft material to interested parties here in a far better manner. They have nice catalogues and pricelists neatly printed. They have nice letter heads on which nice business letters are written. They are accomodating in prices and send their offers cif German port. When one compares these with the loose photo leaflets with hand-written prices ex-godown *behind* these leaflets, accompanied by an ordinary letter written on a general airmail paper received from the Handicraft Board, as was shown to me, one begins to doubt the business acumen of the organisation behind it and the future of the trade. These leaflets and letters coming from a Government organisation on which millions are being spent does not create a very favourable impression on any, leave aside the most conservative type of Hamburg business men.

It is now more than three months that the arrangements were discussed with Mr. Bertram and in which time only prices for a few articles *have* been sent, and that too for such articles for which demand is restricted. The samples for these have not yet arrived. If things were to move in this manner it will take one year to make any beginning and I wonder if the Hamburg businessmen will be still enthusiastic about it.

In my first Exposé and in my letter to Handicraft Board in February of this year I have tried to give a clear idea of the type of articles that would go and have divided them into three main categories.

Anyone wanting to start a selling centre must have the material in suggested ratios to make the enterprise paying. As Handicraft Board has all these details in hand it would have been better if the prices and samples would have been sent in accordance with that plan.

The main idea behind the permanent show room in Hamburg was not to create only one shopping centre in this place but that this should be a nucleus of various centres that would be opened in different parts of Germany and on the Continent at a later stage such as: Düsseldorf, Köln, Frankfurt, München, ien, Kopenhagen, Oslo, Stockholm etc. The Hamburg centre was not to be a competing organisation but a neutral and guiding one helping those interested in starting actual selling centres at the various places stated above. The present proposals limit the activity of Messrs. Bertram & Co. to Hamburg alone by asking his organisation to buy and sell on its own in Hamburg.

The best way of selling any product is by having a representative or representative organisation, whose duty it is to study the market, to make propaganda, to canvas business, to meet the prospective buyers and to interest them for the products, to book orders, to send reports to the principals, and to do his best to increase the turnover. This representative should not be a buyer and seller himself, as then no reseller will buy from him and his activities would be limited to his own buying and selling capacity. Consequently Messrs. Bertram & Co. ^{can only act as} ~~can only act as~~ representatives if Handicrafts desire to build up a larger selling organisation on the Continent.

This holds good in case of every other product that India wants to export and desires to get a footing in the Continental market.

W. G. G. G.

While writing this note I learnt that the Hand. Craft Board has sanctioned about Rs 20000 towards Propaganda. I do not know in what form this amount will be paid and in what time. At any rate it is a good beginning & a step forward.

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Vermerk für Herrn Ganpuley

Indische Gewürze werden wie folgt angeboten:

Kardamom Green Alleppey

Aug./Sept. Verschiffung von Indien sh.13/- p.lb
Sept./Okt. Verschiffung von Indien sh.12/9 p.lb
Okt./Nov. Verschiffung von Indien sh.12/6 p.lb

Kardamomsaat Green Alleppey

Aug./Sept. Verschiffung von Indien sh.19/9 p.lb
Sept./Okt. Verschiffung von Indien sh.19/6 p.lb

Indische Dillsaat

prompte Verschiffung sh.56/- p.cwt.

Indischen Fenchel cleaned

Prompte Verschiffung sh.124/-p.cwt.

Für indischen Pfeffer liegen uns keine Notierungen vor, da die indischen Preise für den Hamburger Markt zu hoch sind.

Singapore offeriert wie folgt:

Schwarzer Sarawak-Pfeffer "Spezial"

loko sh.184/-p.cwt.
schwimmend sh.182/-p.cwt.
prompte Verschiffung sh.180/-p.cwt.

Hamburg, den 23. August 1957
Abt. Gewürze/Bo-Ne

Diese Preise sind c.i.f. Hamburg und schliessen eine Maklerprovision von 1-2% ein !

Handwritten signature

FILE NO - 19

1959 TO 1960

PAGE - 1 TO 152

Minutes of the inaugural meeting of the Hamburg Advisory Committee attached to the India Trade Centre held on 13.10.1959 at 10.30 A.M. at the Overseas Club, Hamburg.

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The following were present:-

Mr. Hans E.B. Kruse
Dr. Hans Woydt
Dr. Wilh. V. Pochhammer
Mr. Waldow
Mr. von Belling
Mr. Ganpuley
Mr. R. D. Sathe
Mr. R. N. Philips

Intimations were received from Mr. Heyn and Mr. Bertram about their inability to attend.

2. Mr. Philips welcomed the members to the inaugural meeting and conveyed to them the thanks of H. E. The Ambassador for having so kindly agreed to serve on the Committee. Mr. Philips stated that in the context of the important contribution that the Hamburg area makes to the German trade as a whole, he was personally grateful to the representatives of the Trade, shipping and banking circles in Hamburg and Bremen for having so kindly consented to spare their valuable time to serve as advisers to the Centre.

3. Mr. Philips then gave a general appreciation of the export possibilities in Germany of various items that India has to offer and said that the trend of export during the first half of 1959 was not too encouraging. In fact the recorded statistics of exports from India to Germany during Jan. to August, 1959, have shown a drop of nearly 6 %. If this trend is to continue for the rest of the year, it is likely we may end up with a drop of about 10 % compared to the year 1958. It was therefore that the India Trade Centre has to look up to the Advisory Committee for practical suggestions as to how the downward trend in export performance could be arrested and how exports from India could be substantially increased over the 1958 level.

4. Coming to the next item on the agenda, namely, appointment of a Chairman, Mr. Philips stated that since the India Trade Centre was looking up for advice from the representatives of the German trade, it would be appropriate if the Chairman of the Committee is elected from among these representatives. The

Director and the Consul General would only act as conveners for successive meetings of the Advisory Committee and prepare agenda, minutes, etc. for the meetings in consultation with the Chairman concerned. As the members of the Committee were extremely busy people, it might not be possible for any one of them to be available every time a meeting is convened. Mr. Philips, therefore, suggested that in his and the Consul General's opinion, it would facilitate the work of the Committee if a Chairman is elected at the beginning of each meeting. The Chairman so elected will conduct the business for that particular meeting. He will also approve the minutes of the meeting as well as the agenda for the next meeting and hold office until a similar election for the chairmanship is held at the opening of the subsequent meeting. The members expressed their full agreement to the suggestion and then proceeded to elect the chairman for the inaugural meeting. The name of Mr. Kruse was proposed by Mr. Belling and he was unanimously elected. Mr. Philips then requested Mr. Kruse to take the chair and conduct the first meeting of the Advisory Committee.

5. The Chairman (Mr. Kruse) in his opening remarks expressed his concern at the non-inclusion of some important importing houses on the Committee. In his opinion it will add to the usefulness of the Committee if they are also invited to serve on the Committee as members. He then referred to preparatory meetings that are being held in the German Ministry of Economics in connection with the visit of the Indian delegation.

6. The Chairman then gave a brief survey of the balance of trade position between Germany and India and said that it would not be possible at any time to bring about any balance in the trade between the two countries. This was because while for developing her economy and industry India needed a large amount of German machinery and capital goods, she had not very many goods and commodities to offer in return to Germany. In his opinion only a sustained effort spreading over many years will be able to produce some reasonable improvement in India's exports to Germany. Trying to bridge the gap by any kind of barter deal which had an element of compulsion behind it was in his opinion a doubtful solution to the problem.

7. Mr. Philips explained the background to the forthcoming visit of the high-level delegation from India headed by Mr. Lall, Secretary of State for Commerce and the Director General of Foreign Trade. It was increasingly felt in world circles that, other than United States, Germany and Japan which have reached a favourable position in balance of trade should shoulder greater

responsibilities in helping underdeveloped countries. The delegation's main work was to find out from the Federal Government of Germany as well as the industry in this country the manner in which such increased assistance could be given to under developed countries like India who were in the midst of huge development programmes intended to raise the standards of living of her people. The question of increasing export from India to Germany though important was only one of the several points that the Delegation had for discussion in this connection. It was therefore that Bonn had invited not only representatives of the import trade but those of industry and other economic interests for a general discussion with "r. Lall

8. Mr. von Belling while appreciating the leaflets prepared by the ITC on various commodities, which were distributed at the meeting, said that market analysis reports must first be compiled by the India Trade Centre. These should include information as to how much of a particular commodity India had to offer and at what prices. This information could then be passed on to the specialised import organisation for each commodity in Germany and their reactions obtained. Further discussions with them could then be held to solve various connected problems. He then referred to the various handicaps in direct trading with India vis-a-vis the advantages that were available to the German importer by trading through London. The Government of India must step in to remove the mistrust of the Indian shippers, if necessary by financing exports through collaboration with the Indian and the German banks. He also made the suggestion that a fund should be created whereby the German importer or the Indian seller could be provided with money for travel from one country to another to enable him to select a suitable partner in trade in the other country as well the commodity he wants to import.

9. Mr. Ganpuley circulated a note he had prepared for the meeting and brought home the point that instead of exporting raw materials from India such as hides and skins, mica, etc. suitably processed or half processed goods could be exported to Germany. That would add to the value of Indian exports as the same material would fetch higher prices.

10. Mr. Philips then explained in some detail the procedure by which the British commercial circles were able to buy in India through their organisations at favourable prices and release them at the relevant time to buyers in the Continent at relatively

attractive prices. India on the other hand would feel satisfied if the total imports into Germany either through London or by direct means would show an increase in the immediate future. In other words Mr. Philips requested the members of the Committee to use their influence and good offices with the importers in this country and see that the German importer took more of Indian goods through whatever channel he felt was advantageous to him.

11. Mr. Philips further stated that the India Trade Centre has already had several meetings with special commodity groups, e. g. leather importers, spice traders' association, handicrafts interests, food processors in Germany, and that certain broad suggestions have been sent to India for the manufacturers and exporters of these commodities to take advantage of. These were however small items and he would like the Advisory Committee to concentrate on some of the traditional items from India which find their entry into Germany through Hamburg. These items would be coffee, jute, cotton textiles, yarn, tobacco, etc. He said that he will prepare detailed notes on these and send them over to the Chairman for selecting one or two items for discussion at the next meeting. To these meetings commodity experts concerned with the subject, may be invited to help the Committee understand more clearly the problems connected with the commodity and find out ways and means of increasing exports of the same. The Committee approved in principle this line of approach for the next meeting.

12. Mr. Philips then invited the views of the Committee on the extent to which publicity and propaganda for Indian goods in Germany could be used for increasing exports. After discussion the Committee was of the opinion that publicity and advertisement must be used judiciously after selecting with care the items concerned and after ensuring that the items chosen satisfied the conditions of price, quality and availability. Mr. Philips explained that his idea of publicity and propaganda did not only mean advertisement in papers, but included radio talks, articles in magazines, show windows in departmental stores, participation in fairs etc.

13. Mr. Philips then raised the question of the advisability of encouraging Indian manufacturers and exporters to appoint a large number of local representatives or agents in Germany for advertising, popularising and booking orders for their goods.

requested the Committee to advise on the extent to which steps should be taken in this direction without injuring in any manner the interests of wholesale importers. The Committee felt that trade could take the normal course through import organisations for the time being. In times to come, it would depend on the nature of commodity whether the Indian exporter should have his own agency here or appoint a German firm as agents.

14. Mr. Philips then pointed out that the advice of the Committee had so far been on traditional methods of export promotion. In a highly competitive market as is obtaining in Germany, it may take a number of years before we are able to make any impression on the export performance from India by traditional methods. The immediate concern of the India Trade Centre is to see how the present downward trend in our exports of traditional items could be stopped. That could only be done if some way could be evolved by which we could make it easy for the German importer to buy from India even those goods whose prices are now a little uncompetitive. A formula by which the German exporter will not be asked to make any sacrifice but at the same time be in a position to help the German importer to make more purchases from India will have to be found out. In other words a sort of link up of some of the items for import and export into Germany which will result in no undue hardship to anybody, will have to be worked out. The idea of introducing a restrictive tender system for some of the goods that India has to buy from Germany was suggested to the Committee. Mr. Philips pointed out that even now certain commercial circles in Germany are transacting business with some countries on the above basis and it would be possible to extend it in respect of goods from India also.

15. Mr. Belling felt that the suggestion was worth considering in as much as it did not contain the usual call for sacrifices from German exporters. He felt that it deserved further examination of the details before it could be put forward as a proposition. Mr. Waldow and Dr. Pichhammer also expressed themselves in favour of further examining the suggestion put forward by the Director. Mr. Kruse, while he had no objection to the suggestion in principle, felt that unless there is a demand in Germany for the items which the exporter or his partner takes from India, the importer will not know what exactly to do with the Indian goods that he may find in his hands as a result of such transactions. Mr. Philips stated that the demand is already there because the percentage of

India's share in Germany's total imports for most of the items is a negligible small percentage. What was required was to see that India's percentage increased to some reasonable extent without in any way affecting the total imports from all sources into Germany. All that was required was a little accommodation on the part of the German trade which could be brought about with the assistance of the Committee. The Committee agreed that this suggestion of Mr. Philips was worth further consideration and examination.

16. The Chairmann then took the next item on the agenda, namely, co-opting of commodity experts. After discussion the Committee agreed to the principle of inviting commodity experts for particular meetings. They will not have the status of regular members of the Advisory Committee but will attend any meeting at the special invitation of the Chairman.

17. The Chairman once again pointed out that the Committee as composed was not fully representative of important commercial interests, in the Hamburg and Bremen area. He felt that the addition of three more members will increase the usefulness of the Advisory Committee. This was supported by Mr. Woydt who also stated that certain big commodity interests like jute, coffee, etc. were not represented on the Committee. After discussion the members proposed that the following three names should be recommended to H.E. the Ambassador of India for inclusion as permanent members of the Committee:

1. Mr. Werner A. Pinckernelle
2. Mr. Wilh. G. Clasen representing jute import interests
3. Mr. S. Petersen of Lohmann & Co.
Contrescozpe, Bremen

Mr. Philips agreed to forward the recommendations of the Committee to the Ambassador for his consideration. He further stated that H. E. has already orally approved the inclusion of Mr. Bloomeyer in place of Mr. Heyn and the addition of Mr. Pinckernelle to the Committee.

18. It was also decided that the Committee should meet as often as it was necessary and it was not desirable to set a limit to the number of times that the Committee should meet in a year.

19. The Chairman wound up the meeting by emphasizing again

the difficult task that the India Trade Centre has undertaken and the eagerness of every member of the Committee to assist the efforts of the India Trade Centre in increasing exports from India to Germany. He however stated that unceasing efforts will have to be taken for a long time to come before we could expect any substantial change in the existing trend of exports from India.

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Proposals and views kept before the first
meeting of the advisory body of India Trade Centre
for its consideration and comments

Germany had always been and is even today a good market for many of our products. Unfortunately we have never cared to cater for her needs in a manner which would ensure a continuous and progressive trade which any country demands. This has resulted in German industry and trade, that needed the material which we could have supplied, going to other sources of supply or finding out some substitute. To give only one example, when Germany was rebuilding her bombed cities, even the smallest house was a buyer for carpets and floor coverings of every type. We had the necessary articles to offer, but we were not on the scene then or even today. Persians took the best advantage of the situation. Even every student came here with carpets and one finds today the shops all over Germany full with Persian carpets.

There had been a demand for Indian material on one side and on the other there was the necessary sympathy for India, from where Germany would very much like to purchase her needs provided these could be supplied correctly according to standard samples and in contracted time.

General complaint: I have been continuously studying the problem of Indian exports to Germany for the last ten years, by taking personal interest in the actual exports from India. I have come across all those various difficulties about which there is a common complaint from the interested parties such as: short supplies, bad supplies, irregular supplies, speculative rise in price and consequent bad supplies or no supplies at all. Difficulties about arbitration and question of payment in case of proved bad or short supplies. At times Indian trade representatives, often on pleasure cum business trip, come here to offer their products to manufacturers, who are desirous of opening direct trade relations with India, place orders with them and very often they are let down either by wrong supplies, irregular supplies or want of continuity of supplies, with a result the manufacturers or traders never try the experiment again and go back to their old suppliers in London, thus spoiling the market for larger trade by stray visitor type of businessmen trying to book business from local traders at lowest prices.

The question of organising sales in this or any other country in Europe is easier because the trade is properly organised and channelised. There are brokers, importers, traders or manufacturers specialised in the particular type of material and hence the dealing becomes easier. The main problem about the export to this country is the one of production of right type of material and properly regulated or controlled supplies.

Trade balance: As businessmen we are all more or less realists and not abstract thinkers and as such there should be a possibility of finding ways and means to bridge over the present disparity in the balance of trade between Germany and India. It is only a question of sitting together with minds bent upon finding a workable solution to this problem. I am sure that it should not be very difficult if we approach the problem with a right mentality, a mentality of cooperation and coordination, a mentality to help a country to develop as a worthy partner.

The main reason of the present disparity lies in the nature of things. India has to build up the 100 year neglected industrial age economy of her vast country and needs for that purpose the most modern machinery and equipment which is many times costlier than what she has to offer in return. Not only are the raw material or half-finished products that she has to offer cheaper, but these are also more bulky which confronts us with another difficult problem of transport. Transport bottleneck makes our material dearer and our supplies irregular. European countries are smaller units. Moreover their transport system has been well planned and built suiting the requirements of their industry and trade, which has about hundred years start in ahead of us.

When we sit together to think of this disparity caused by the very high price that we have to pay for the finished machinery and equipment or basic raw material on one side and on the other the low price for the raw or half finished material that we obtain, the first thing that strikes us is the great price difference, and whether the same can be reduced. If one gives a thought to this problem, we shall find that there are possibilities of bringing down the prices of machinery and equipment and to obtain better price for raw materials.

Unfortunately even today, we demand from the manufacturers here, so-called fool proof unit which must include every-thing even if quite a few items from the whole unit could be conveniently manufactured in the country, if necessary under the guidance and help of the supplier of complete plant, whereby the cost of the total plant can be reduced to some extent. India has developed of late a decent small-scale industry which can manufacture quite a number of articles. These works might not have specialised themselves for particular type of work but this should not be difficult with the help of German machinery suppliers. This will be one way of reducing the disparity in balance of trade. The other way is instead of exporting from India purely raw materials, one can go a step further and send half finished processed materials such as cotton greys, ferro mangan, jute products, which are even today controlled or licenced with a small quota. This might be with a view to protect the jute industry in the country but even then this could be a point of consideration as India can offer jute products at competitive prices and there can be a considerable export in this article. The same holds good for coir yarn and coir products.

Many Indian products which are mainly exported as raw materials today could conveniently pass through correct processing and improved so as to suit the needs of continental manufacturers or trade and thereby fetch a better price than what we are getting today. For example, instead of sending mica in usual splittings, the same could be cut to the sizes and shapes required by different industries. This will give supplementary work to home workers in India and fetch a better price. One can manufacture micanite and offer same for export.

I learnt a few days back that one of the important cigarette manufacturers of this place has deputed an expert to India to see

that the tobacco growers there plant and prepare the type of tobacco which the industry here can use. If this information is correct, it is the proper approach to help India and can be copied by others. In the same manner German manufacturers of leather goods can get well tanned leather as required by them if they were to cooperate with a tannery in India. There is a German expert in Kanpur in this line of industry whose cooperation can be sought. There are so many other lines of this kind of raw material which German industry needs.

With this we shall be approaching nearer the solution of our problem of passive trade balance.

Barter or compensation: Side by side with above methods of decreasing the passive ap in our trade, of late German trade circles have raised the question of barter or exchange of goods as was successfully practised by Germany in 1931-32. It is to be considered whether barter would not serve as an incentive to trade. Germany tried it with success. We are doing it only with East European countries, that is communistic block countries. Being a state guided economy, things are purchased, sold or undersold without much financial consideration. This partial barter system introduced in our trade is affecting our trade with other countries to some extent, as very often things bartered against machinery and other equipment in India are sold in western markets at cheaper prices than what India can offer. If the barter is a common procedure with Eastblock countries, it is to be considered if the same could not be tried in the west. This is one way of balancing the trade.

I have done quite a good deal of spadework for many years for handicrafts, pepper, cashew and of late for coir yarn, coir products and manioc meal. I have only to say that we shall lose the little trade that we have still in these articles if we do not go deeper and do not take keener interest in the development of the same. Handicraft articles going from door to door are already losing their significance and value for which the same are prized in these countries. Neglected pepper trade gave Sarawak the opportunity to establish itself and it has become difficult to compete, Sisal is slowly driving coir out of the trade and so also other countries manufacturing coir and coir products are appearing in the field. Even though the market prefers our manioc meal to Thailand or other countries, we may lose this potential market if we do not regulate prices and standard quality supply.

In my discussions and conversations with Indian Trade Delegations visiting Germany from time to time I had emphasised that if we care for a steady and all-round continuous increase of all Indian trade with Germany or continent, I think the best we can do is to set up an organisation here which will find right type of representatives or representative firms for each type of goods that we have to offer. Such a representative should not be a buyer or seller of the commodity on his own account, but one interested in finding the interested buyers and sellers all over Germany and continent. If we enter into an arrangement ^{with} one firm which will buy or sell on its own, we shall limit our activities to buying or selling capacity of that

firm whereas if the firm is neutral, only interested in making contacts and increasing the volume of trade the scope of such a firm will be extensive and only then we shall get the fullest benefit of the market. Every industrialist or businessman in this country knows the value of such a representative whose only work will be to be active in the interest of the principals. This system is better developed in Europe and representatives of this kind become the backbone of industry or trade. I had further suggested that this organisation should be a multi-purpose one:

- 1) Study of the market as regards imports from India and other competing countries
- 2) Study of the quality and price structure
- 3) Finding suitable agents who could devote their time for any one article we have to offer
- 4) Watch the working of the agents from week to week
- 5) To function as arbitrators in case of differences regarding quality, late shipment, packing, payments and the like.
- 6) To advise the respective manufacturers or suppliers in India the actual requirements of the continental markets and how to meet them.

I am glad to note that the views expressed by me above are more or less in line with the tasks entrusted to Mr. Philips by the Government of India..

Delegations after delegations for various trades have come and gone, but not a single delegation has so far made any standing arrangements to follow up the work which they might have done here. Perhaps someone from the delegation has made contacts with a firm or two to build up some limited business for the firm he represented, but it was not in the general interest of the trade for the development of which the particular delegation was supposed to be sponsored and responsible. Had there been an organisation of the kind suggested above, the work of all these delegations would have been followed up and yielded some concrete results.

If possible, the same type of Indo-German organisation could be set up in India to advise the export trade. This organisation will have more important function of inspecting and certifying the quality of the goods to be exported to these countries and run on the lines of ControlCo with some stricter rules of punishment to the culprits.

These are my views based on experience and information gathered from the importers here which I am keeping before the advisory committee as my contribution to today's meeting. As the members of the committee are more conversant with the trade of this country, they would suggest their views and changes in the proposals I have made here.

Harburg. 13th Oct 39

N. Ganpuley
Ganpuley and Co.

Banking Facilities: Another very important proposal is the role of Bankers in the promotion trade. In every country banking institutions take a very active interest in Industry and trade.

Before freedom our bankers had not the facilities for negotiating directly international business and were afraid to invest in Indian industry, which was in its infancy and had no Government support. British Banking institutions were the only medium for foreign business and British Banks controlled the Finance. Things have greatly changed of late.

Our Industry protected by Government is slowly picking up and as such the Banks are taking active interest in its development. English bankers are already reducing their activities in India and as such Indian Banks have to take their place in financing Industries, Exports and Imports. Good established Banks in India have already got their branch offices in all the ports and cities of India and know the standing and responsibility of the firms, engaged in international trade.

Indian businessman is still shy and unused to direct foreign trade and wants 100% Credit to be opened there, which Continental buyers refuse to do, because of the bad experience and change in Credit conditions of late. Here the Banks can help by financing the trade that is discounting Bills drawn by Indian exporters, fully or partially, according to nature of goods and the respectability of the firm concerned.

Knowing the parties at home, the banking institutions will not only be a financing medium, but could also act better as controlling medium of Quality standard of the goods shipped, being of reciprocal interest. I had a talk to that effect with a Bank institutewhen I was in India, and found that they were ready to do that. The Manager of this Bank is at present in Europe, studying European Banking methods. This will also develop better direct relations and understanding German and Indian Banking institutions.

INDIA TRADE CENTRE

Telegram - INDTRACENT

Telephone - 334774
33222733, Kaiserstraße
Frankfurt/Main

Dated 12th September, 1959

Re: 1962/

Dear Mr. Ganpuley,

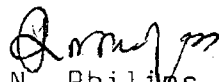
I am personally very happy to learn from His Excellency, the Indian Ambassador, that you have very kindly accepted his invitation to serve on the Advisory Committee that is being constituted for the Hamburg area. As Director of the India Trade Centre I like to express to you my gratitude for having kindly agreed to devote some of your valuable time and energies to the difficult task that the Centre has undertaken. I feel certain that with your vast experience of trade and commercial matters concerning both Germany and India the Centre is going to benefit greatly by your presence on the Advisory Committee.

His Excellency has directed me to hold the inaugural meeting of the Advisory Committee as quickly as possible in Hamburg. On the advice of my esteemed colleague, Mr. Sathe, the Consul General for India in Hamburg, who had consulted most of the members of the Committee, it is proposed to convene the first meeting on Tuesday, the 13th of October, 1959, at 10.00 a.m., in the premises of the Overseas Club, Hamburg. I do hope that the date and time would be convenient to you. The favour of a line in confirmation will be very much appreciated.

Since this would be the first meeting of the Advisory Committee, the discussion will be mostly about determining the scope and nature of work that is to be done by the Committee and the broad lines and subjects on which the Committee would be prepared to tender advice to the India Trade Centre. This would not preclude any member from bringing on to the agenda any other item which, in his opinion, would deserve to be considered at the first meeting.

Looking forward to a fruitful cooperation between you and the India Trade Centre, I remain

Yours Sincerely,


R. N. Phillips
Mr. Ganpuley
Ganpuley & Co.H a m b u r g

4. Short Note 14

I am glad to be here to attend the third meeting of the advisory committee of India Trade centre. In between our last meeting and this one I was in India and travelled a good deal in the southern side of the country and visited Bangalore, Mysore, Mangalore, Calicut, Alleppey and Cochin which are the important trade centres in that area. I particularly visited these places to see with my own eyes the progress of the trade and to discuss the export problem with those who are actually in trade.

Like me a few other members of our committee also visited India and came back with a load of information which could enrich our knowledge regarding the economic development of India and the possibilities of Indo German cooperation. The most prominent amongst these visitors known to me were Dir Woydt from Deutsche Bank and Dir v. Bellin, ~~sen~~ from the Dresdner Bank. Both of these gentlemen have great sympathies for India and are taking great pains to bring about a better understanding and cooperation between India and Germany. Both of them could meet and discuss matters at higher level with Government authorities, Banking and other finance institutes and with important people of Indian industry and trade. I am sure they will be able to throw more light and give us a more vivid picture of the conditions in India seen from their trained and astute minds.

As regards myself I can only say from what I saw and heard that India is developing progressively in the industrial field. Private enterprise is doing its utmost to find and exploit new avenues of production, as a result of imposed import restrictions, and manufacturing quite a number of articles of consumer goods. However in several cases the production of these articles is dependent on the

import of basic raw materials or intermediaries such as wires stripmaterial, machinery and tools, chemicals and the like. That means to say that very few of our industries could be considered today as crisis-proof.

It is just fitting in the economical development of the country that industrial development is forced by restricting the imports of consumer goods. But this is not enough to solve the financial, and economic problems of the country. Even the most developed and for all practical purposes a selfsufficient Nation like America cannot be considered as rich or happy if the surplus production which ever developping mechanisation is bringing can be exported. No one can possibly isolate oneself except under a forced dictatorial regime like the East block countries. But even they cannot exist without exporting.

In the same way India cannot be rich or happy, increase the standard of life of its people and consider its economy as sound only by manufacturing consumer goods or by stopping imports. India must be able to produce to export and must have open market for equivalent imports. Unfortunately this great and important foundation on which the country's economical structure has to be built is greatly neglected by our industry and trade. With the increasing markets at home for consumer goods as a result of import embargo, The industry and trade seem to be satisfied with internal turnover and does not show much keenness for export. It is only the recent export drive which promises certain concessions that we have started taking some interest in exports.

Two very important findings of the world Bank Mission to India could be summarised in short as follows:-
Produce more if necessary even under certain compulsion.

and secondly to develop greater export mindedness in our merchant class I definitely underline this view but as it is wellknown in a democratic set-up production under the slightest tinge of compulsion gives rise to comments condemning the rule of dictatorial tendencies. The Government is cognisant of the fact that production in every sector must be stepped up and every effort is made to achieve that objective . Even the merchant class is slowly getting above the complacent lethargy any trying to fit in the export program of the Government. Standardisation of material is being steadily pushed up under Government regulations on one side and the persistant demands of foreign markets. It will take some time before we can achieve that perfection which is expected from us.

These few observations would be confirmed by those members who happened to be in India in recent years and particularly by those who have in the course of our deliberations, gone a step forward by taking ~~more~~ active interest in trying to develop certain lines at their own risk.

Frau Prof May for one has already submitted to us her views. She has done a great service to our cause by taking an independent lead It now rests with our Government organisations created for that purpose and the Industry and trade at home to take advantage of this lead given by her by supporting her work and by producing to meet the demand.

Mr. Otto Bertram in cooperation with Dr Dugal has launched a still bigger scheme for popularising Cashew nuts in this country All the necessary preparations to market this item and some other items have been made. They have already spent considerable amount of their time and money for this purpose. The products are expected to be in the consumer market by September this year. It will be only in the ~~a~~ interest of our export trade that their activities are properly supported.

Recently Dr Dugal has returned back from India with defin talks and arrangements for supplies of certain commodities which are wanted in this market. In order to get over the hurdle of passive trade balance and to enable us to pay for more capital goods that we need we were asked to point out what other things we can offer from India. When one really comes to think of it there are so many articles which have not as yet been properly tackled but before we start with those let us see what is possible in a few which are known to this market and which we are in a position to supply

Everyone knows that the days of supply of only crude raw material are gone. The heavy transport, freight and handling charges make the price of ~~such~~ such a material prohibitive in today's competitive market and therefore the only other alternative is to export processed material.

Textiles are one of the few important articles which need closer scrutiny and a broad minded policy. I read in papers sometimes back that textiles have been ~~xxx~~ liberalised to some extent. This information did not offer me any clear picture of the extent of this liberalisation and should like to have some explanation on following points :-

What kinds of textiles are liberalised and to what extent ?

Whether this liberalisation is a global one or specifies a separate Quota for India and if so to what extent ?

Are these quotas to be distributed amongst the many licence applicants ?

If there is any control that all these licences are fully utilised and India gets the fullest benefit of this liberalisation.

In this connection I have certain suggestions to make. In my opinion the best method which can assure the fullest advantage of this liberalisation or quota granted to India, will be to pass on the complete Quota granted to India to the Indian authorities here for distribution. In this case it will be the India/Trade Centre or the Commercial Attache in Bonn. The licences will then given to Bonafide Indian or German houses in this country perhaps with a preferential treatment to such parties interested in the economical development of India.

Whether finished garments are also included in the textiles. It is an anomaly that Hongkong which buys so little from Germany can export garments and other articles to this country without any restriction, whereas India the best buyer of German products has not that privilege.

Oils and Fats : India is selling Oils but there is another very good ~~it~~ item which we can offer and which German people will like to have is Vanaspati or vegetable Ghee. If such products which are wanted and which we can offer are prohibited and concession for supply of 1 million worth of fruit preserves which we cannot supply is granted, it becomes a joke and takes away all the seriousness of the trade talks. There is a party here with definite proposals to market Indian Vanaspati Ghee of the best quality and at competitive but is confronted with the protection policy of the Government here as per report presented by the association of wholesale dealers in Oils and Fats. It will be interesting to know if any steps have been taken in this connection as suggested there. There are a number of other items which could help India to bridge over the Imbalance of payment which need a closer study and a realistic approach.

Hamburg 7th July 60

N. Ganpuley

Proposals and views kept before the first meeting of the advisory body of India Trade Centre for its consideration and comments.

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If we care for a steady and all round continuous increase of all Indian trade with Germany or continent, I think the best we can do is to set up an organization here which will find right type of representative or representative firms for each type of goods that we have to offer. Such a representative should not be a buyer or seller of the commodity on his own account, but one interested in finding the interested buyers and sellers all over Germany and continent. If we enter into an arrangement one firm which will buy or sell on its own, we shall limit our activities to buying or selling capacity of that firm whereas if the firm is neutral, only interested in making contacts and increasing the volume of trade the scope of such a firm will be extensive and only then we shall get the fullest benefit of the market. Every industrialist or businessman in this country knows the value of such a representative whose only work

interest of the principals. This system is better developed in Europe and representatives of this kind become the backbone of Industry or trade. This organisation will be a multi-purpose one :

- 1 Study of the market as regards imports from India and other competing countries
- 2 Study of the quality and price structure
- 3 Finding suitable agents who could devote their time for any one article we have to offer
- 4 Watch the working of the agents from week to week
- 5 To function as arbitrators in case of differences regarding, quality, late shipment, packing, payments and the like
- 6 To advise the respective manufacturers or suppliers in India the actual requirements of the continental markets and how to meet them

In course of time such an organisation can be self supporting by charging a percent or two for its maintenance.

Delegations after delegations for various trades have come and gone but not a single delegation has so far made any standing arrangements to follow up the work which they might have done here. Perhaps someone from the delegation has made contacts with a firm or two to build up some limited business for the firm he represented but it was not in the general interest of the trade for the development of which the particular delegation was supposed to be sponsored and responsible. Had there been an organisation of the kind suggested above the work of all these delegations would have been followed up and yielded some concrete results

If possible the same type of Indo German organisation could be set up in India to advise the export trade. This organisation will have more important function of inspecting and certifying the quality of the goods to be exported to these countries run on the lines of ControlCo with some stricter rules of punishment to the culprits

These are my views based on experience and information gathered from the importers here which I am keeping before the advisory committee as my contribution to today's meeting. As the members of the committee are more conversant with the trade of this country they would suggest their views and changes in the proposals I have made here.

Hamburg 13th Oct 59

H. Ganpuley
Ganpuley and Co

HANDLOOM FABRICS

India is exporting handloom fabrics, both cotton and silk to USA, UK and other European countries and has built up a market for them. But in Germany, these fabrics have never been imported on a commercial scale. The people in Germany are therefore generally unaware of the progress made by the handloom industries in India today and the wide variety and quality of our handloom fabrics.

2. We, however, found that Germany has considerable interest in hand-woven fabrics and imports even expensive silk fabrics such as brocades and other silks from France, Italy, Damascus and China.

3. We therefore contacted and showed samples of Indian handloom fabrics to various importers, retailers, dress and glove manufacturers, interior decorators and women's associations. Our collection of samples of silk and cotton fabrics displayed was very wide in range and included high quality brocades, scarves, dress material, raw silk in plain colors and stripes, furnishing fabrics, table linens, bed-spreads, cotton sports wear fabrics, ready-made garments etc. We found great interest and encouraging response from all these quarters. We are, as a result, hopeful that demand can be created in the German market for our hand-woven fabrics.

4. As Germany is virtually a virgin market for our hand-woven fabrics and needs special handling from the very beginning. We suggest that so far as our special and high quality fabrics are concerned they should be introduced on this market by contacting manufacturing organisations for women's and men's wear, interior decorators and furnishing associations and speciality stores.

Other fabrics in which we have large production and which are cheaper in price may be introduced through departmental stores and general ready-made garment manufacturers and processors.

5. It may be mentioned that some of the importers who have imported small quantities of our fabrics in the past did not seem fully satisfied with the services received by them.

It is therefore essential that a system of quality inspection of goods and some regulation of export organizations is introduced in India to ensure that the goods are properly checked before export. In this way, we could build up exports on a long-term basis.

6. As a promotional measure, we recommend the setting-up of a trade promotion centre in each of the three important trade centres in Germany: Hamburg, Düsseldorf and Frankfurt. A full ~~page~~^{range} of samples of our fabrics should be properly displayed at these centres, proper publicity material illustrating the use of different types of fabrics should be widely distributed. The centre should also study market trends, changing fashions and competition. Inclusion of handicraft with the centre is also recommended.

7. We also recommend India's participation in the Cologne and Frankfurt fairs in a proper and planned manner. We need hardly stress the need for our sending very experienced persons to such fairs to ensure that full particulars are provided to the importers and dress manufacturers etc. and that actual orders can be accepted by our representatives.

8. It would also greatly assist our sales drive, if arrangements are made for the stocking of proper and sufficient stocks at Hamburg, where facilities for warehousing in the Free Port are available. Hamburg is also the main import centre of Germany.

Interview

Delegation in 57

With Lala Bharat Ram

LC Jam of Handicrafts
and
others

Delegation That came with
Lala Bharatram of ICM
as leader

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Hamburg, 29th August, 1957

Ga/IP

Dear Friends,

I welcome you here as members of the Indian Trade Delegation that has come to this country ^{with} a view to explore the possibilities of export of Indian products to Germany and to other adjacent countries. Since the end of the war quite a number of trade delegations have come to this country in official and semi-official capacity which has helped to develop the trade between these two countries to some extent. But this development, as you know well, has been for some reason or other onesided i. e. India has been having a passive trade balance to the extent of about 600 million DM. This is also the case with many other industrially developed countries from where we are purchasing machinery and equipment for the development of our industry and economy.

I have come here today at the request of some of the delegates of the trade commission and also the Embassy to give you the benefit of my experience and connections which I have been able to gather in the course of the last 35 years of my stay in this country. In these years I have not lost sight of the industrial and trade development in our country, having gone there from time to time and taken an active interest in its development. As long before as 1934/35 I have moved this subject of direct trade relations with foreign countries through our own representative organizations abroad and have made my suggestions in form of a note "Plea for Indian Representation Abroad" to the general meeting of the Federation of Indian Chamber of Commerce and Industry in New Delhi. For some time there was a representative of the Chamber in Germany, but unfortunately the work done was in a half-hazard and unsystematic manner, so that we could not benefit much.

In those days when we were labouring under British rule we could not think in terms of helping our economy and had been losing great fortunes for decades by not taking ourselves any active part in the international trade which has all along passed through foreign channels. Today we have got a freehand to adjust ourselves to suit to the economy of our country. Therefore we should all try to do that what we have knowingly or unknowingly neglected all these years.

Allow me to be a little frank without attributing any motives to anyone. I would first like to know if the representative members of the delegation have come here in their private capacity as representatives of a firm which is interested in selling the products to this country or whether you have come here to investigate the overall sales of those particular commodities which you are representing.

If you have come only as private individuals you might be able to secure representative firms which might buy and sell for you and in this way you may be able to increase your turn-over. But all such efforts have always their limits. When we think in terms of Indian trade we cannot limit these activities only to a few firms. If you have come here to explore the possibilities of All India Trade then the manner in which we shall proceed will be different than if you had come to increase only individual trade and trade connections.

Germany had always been and is even today a good market for many of our products. Unfortunately we have never cared to cater for her needs, with the result that very often German industries that need the material which we have to offer had to go to other sources. Very often Indian representatives have come here to offer their products to the manufacturers, who desirous of opening direct trade relations with India, placed orders with these representatives. But very often they were badly let down with the result that they never tried the experiment the next time and went back to their old supplier in London. You know very well the various defects of our export trade and I hope that you have come here after having taken into consideration all these drawbacks. There is a demand for Indian material on one side and on the other there is also the necessary sympathy for India from where the German industry would very much like to purchase her needs provided these are supplied correctly according to the standard samples and in the contracted time. The main complaint of the people here has been that either the quality supplied was never of a good standard and very often it has happened that the goods contracted were never supplied when the supplier in India saw some little benefit in prices in some other markets.

I have myself tried in a few of these articles and must tell you to my great shame that Indian exporters have let us down very badly. So you will see that it is not the question of the market but it is the question of proper working on the market and the supply. I may mention here some of the lines which could be of immediate interest to this country and in which business is possible if our producers and exporters could guarantee the supplies.

Manganese and Iron Ores

When I was in Delhi I met the general manager of the State Trading Corporation Private Ltd. and after my coming here I investigated the possibilities of import of these two ores in this country. I sent out my representative to the consumers of these ores who can purchase very large quantities if we can contract these with a definite agreement for the supply of the standard quality contracted for. I had written accordingly to the State Trading Corporation but have received no reply so far.

Very often because of our neglect of this market the industries have gone in search of other sources of supply or equivalent synthetic material was produced, whereby we not only create competition but stand to lose the market for all times. We have lost in this way a good deal in our trade with this country in respect of Mica, Shellac, Pepper, Caster Oil, Linseed Oil etc. etc. In 1953/54 I had tried my level best to move the Bihar Government to do something for the sale of Mica and Shellac, the important industrial products of this province in European countries. I went about in the producing centres of these materials and had an intention of putting up a representative show in Hannover at the International Exhibition. However, I saw that neither private enterprise nor the Government wanted to do anything to promote the sale of these products. There was a boom period for Mica and Pepper when America was buying in large quantities and the prices went up and the traders got fantastic prices for these articles. Naturally in this period we only concentrated our energy to the American markets and neglected the others with the result that these markets which were in need of these products went to other countries, and today we are meeting heavy competition from other sides. E. g. Sarawak or Indonesian Pepper has practically pushed out our Pepper from this market.

Some times back I was introduced in Bombay to a semi-official delegation of Kaju and Pepper producers who were going to Europe. I wanted to help them and gave them all the informations and made arrangements for them in Hamburg. However, this delegation preferred to go to Leipzig and other places in the East to sell their Kaju and Pepper, where people had not got even enough bread to eat. These are some of the experiences which could be greatly enlarged, but I do not want to do it now. I only wish to point out here that if you have come here in search of market on all India

basis I can assure you that you can find in Germany quite a substantial market if we on our part assure them a guaranteed supply position of all that we have got to offer.

What I have said to you just now are my own views and are open to corrections. I know that you have come here as representatives of business communities and Government and know perhaps better than I do what is good for our country. But even then I hope you will have patience with me and be charitable enough to agree with me where I am right.

Our country is passing today through a great financial and economical crisis brought about by various factors amongst which are the gold hoarding, just or unjust demands of lower group employees, the Utopian demands of labour and above all lack of a national outlook. You have come here with the fullest knowledge about these things and therefore I take it for granted that you will not return without having brought some relief to our fast sinking economy.

As you are looking for a steady and all-round continuous increase of All India Trade I think that the best we can do in the short time that you have at your disposal will be to set up an organization which will find the right type of representatives of representative firms for each sector, which will not be buyers or sellers on their own account but will be engaged in finding the interested buyers and sellers all over in Germany and on the Continent. Immediately you enter into an arrangement with only one firm which is buying and selling for you, you limit your activities and also the activities of the firm to its own capacity, whereas if the firm is a neutral one only interested in making connections and increasing the trade the scope of such a firm is extensive and only then we can get the fullest advantage of the market.

Every industrialist and businessman knows the value of such an agent whose only work is to work in the interest of the principals. This system is better developed in Europe and agents are the backbone of every undertaking. I can help you to find out such neutral agents or brokers. For example I know a broker in jute trade, a German connected to India by birth and to the trade for more than 35 years. He knows the jute and jute products market and knows the interested buyers. Now as the German Government has invited you for this purpose and is interested in the increased imports from our country to balance at least to some extent the disparity in our trades, we shall have to ask them to make

some more concessions, that is to liberise certain articles produced in India.

As businessmen we are all more realistic and not abstract thinkers, and as such there should always be a possibility of finding ways and means whereby the present disparity in the balance of trade between Germany and India could be bridged over. It is only a question of sitting together with minds bent on finding a workable solution and I am sure that it will not be difficult if we approach the problem with a right mentality, a mentality of cooperation and coordination, a mentality to help a country to develop as worthy partner.

The main reason of the present disparity lies in the nature of things. India has to build up the 100 year neglected industrial age economy of her country and needs for that purpose the most modern machinery and equipment which is many a time costlier than what she has to offer. Not only are raw materials and half finished products cheaper but they are also more bulky which raises another difficult problem before us, that of transport. Confronted with transport problems our supplies are irregular. European countries are smaller units. Moreover, their transport system has been well planned and built suiting the requirements of their industry which has 75 years start in advance.

When we sit down to think of this disparity caused by the very high price that we have to pay for finished machinery and equipment on one side and the low price for raw materials that we obtain on the other side, the first thing that strikes us is the price difference and if the same can be reduced. There are possibilities of bringing down the prices of machinery and equipment to some extent and to obtain better prices for our materials.

Unfortunately even today, we demand from the manufacturers here so-called a fool-proof unit (schlüsselfertig) which must include everything, even if quite a few of the items could be conveniently manufactured in the country and thereby the prices of the total unit could be reduced considerably.

India has developed of late a small machine industry where quite a number of articles can be manufactured. Unfortunately these works have not as yet specialized themselves for particular type of industry, but this should not be very difficult. with the help of German machine suppliers.

This is one way of reducing the disparity in balance of trade. The other is, instead of exporting from India purely raw materials, one can go a step further and send half-finished or processed material, such as Cotton Textiles, Ferromanganese, Jute Products, which are even today controlled or licenced in

a very small export quota. This might be with a view to protect the jute industry in the country, but even then we shall have to raise this point, as India can offer jute products at competitive prices and there can be a considerable export in these articles.

Many other Indian products which are mainly imported as raw materials today could conveniently pass through correct processing and improved so as to fetch far better price than what we got today.

For example Mica: instead of exporting this in blocks or certain splittings one can go a step further and supply same in various cuttings required by the industry. This will give supplementary work at home and fetch better prices. One can even manufacture Micanite and offer same for export.

Hides and Skins: Even today we do not send these properly cured as required by the market. If we do not know the process, it is better we engage exports through the import houses here and supply for export a quality that the manufacturers can use without further treatment.

For this purpose it will be advisable to set up an advisory body here, consisting both of Indians and Germans to give us at home correct information of the requirements of Continental countries and how to meet them from our end so as to increase our turn over.

This organization will be a multipurpose one,

- 1.) Study of the market as regards total imports from India and other competing countries,
- 2.) Study of the quality and price structure,
- 3.) Finding suitable agents who could devote their time for any of the articles,
- 4.) Watch the working of these agents,
- 5.) To function as arbitrators in case of differences regarding quality, late shipments, packing, payments and the like.

The small commission that you may be required to pay for these services will outweigh the business that you will be able to transact through such a medium.

I have so far chosen the house of Messrs. Bertram & Co. as a reliable one with first class financial standing. With this perhaps some other houses may cooperate as the range of articles increases.

If you will leave your samples with prices and other information here, Messrs. Bertram & Co. will try to find for you the right kind of representatives

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we would work for you, where they themselves are not directly interested.

These are a few suggestions which I have to make today. These can be changed or adjusted according to special wishes of the members of this delegation.

I shall therefore be glad to hear the views of the delegation which could help us to arrive at some workable solution to the satisfaction of all and for the benefit of Indian trade in general.